

高等学校“十三五”应用型经管规划教材
国贸系列




WaiMao
Ying Wen HanDian

外贸英文函电

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前言

外贸英文函电是国际经济与贸易专业的一门专业核心课程,该课程结合了国际贸易业务知识与英语知识,旨在培养学生借助英语这个工具熟练处理进出口贸易业务的能力。

根据高等教育“十二五”应用型人才规划方案的精神,我们编写了《外贸英文函电》,旨在帮助该专业学生掌握有关进出口贸易活动相关的词汇、句型,外贸函电的翻译、写作及其相关的专业知识,使其成为高素质的应用型人才。

本教材以国际贸易业务流程为主线展开,涉及建立业务关系,资信调查,询盘及回复,报价和报盘,还盘,订货及执行订单,合同的填制,支付方式,催证、改证和展证,装运和交货,包装及运输标志,海上货物保险,投诉、索赔与理赔等国际贸易业务的各个环节的函电写作内容。在每个环节中,通过相关专业知识简介、写作指南、样信解析、实用句子以及复习思考题,使读者能够很好地掌握相关内容的英文信函的写作。

本教材的特点:

(1) 新颖性和前瞻性。每章选取的样信内容新颖,时代气息较强。例如,通过互联网和业务客户介绍的方式是当下获取贸易对象信息的主要渠道。因此,在第3章中,我们增加了相关内容的信函。另外,随着网络技术的迅速发展,电子商务逐渐流行,电话、传真和电子邮件等电子通信方式已广泛使用,在原有传统的外贸书信形式基础上,本教材以独立章节介绍了外贸英文传真以及外贸电子邮件的写作。

(2) 注重函电语言的准确性。在每章的样信解析中,试图通过小提示的形式,辨析和扩展外贸英文函电常用词汇及表达方式,使读者能够掌握精准、地道的函电语言。例如,commodity、merchandise、article、item、product、cargo、shipment、consignment、material、lot 等是函电中常用于表示商品、货物的词汇,学生使用时易混淆,对此,本教材给予了详细的解析。

(3) 注重实践性和可操作性。为了更好地理解专业知识,通过知识链接和知识拓展的形式,为读者提供相关的进出口业务知识,以使其更好地理解和掌握函电写作中涉及的知识要领。例如,在第11章中,补充了中国主要银行名称及英文翻译;在第12章中,介绍了不可议付提单副本的概念,装运须知与装运通知的不同;在第14章中,补充了卖方代为保险的原因等。

（4）与国际贸易工作相关证书的考试相结合。贸易合同条款撰写和贸易合同的填制是国际商务单证员考试和国际商务师考试的必考内容，在本教材中，增加了第9章合同填制的内容，介绍了合同的主要形式、基本内容和主要条款等；详细讲解了合同中主要条款的英文习惯表达方法和英文贸易合同的填制方法。另外，第11章补充了根据贸易合同和UCP600，正确审核信用证和修改信用证的内容，这一点更增加了本教材的实用性和适用性。

本教材不仅适合国际经济与贸易专业的学生使用，也适合电子商务、市场营销、物流管理、商务英语等专业的学生使用，还适合从事国际贸易工作的人员使用。

为了响应地方普通本科高校向应用型转变的要求和培养创新创业人才的使命，适应应用型本科教材的定位，结合实际应用的效果和学生反馈，我们对本教材进行了修订，在保留原框架的基础上，对第1版的一些案例和课后习题进行了更新。第2版由李辉、白丹担任主编。李辉对第1、5~15章，白丹对第2~4章进行了修订。全书由李辉负责确定框架并统稿。本教材在编写过程中借鉴了许多专家、学者的教材、著作和观点，在此表示衷心的感谢。虽然对引用的参考文献尽量详细列明，但也许会有遗漏。苗佳宁同学对整个教材进行了反复和认真的校对；在修订过程中，电子工业出版社的王莞朕编辑对教材修订提出了建设性的修改意见，对此一并表示感谢。

编 者



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Chapter 1

Introduction



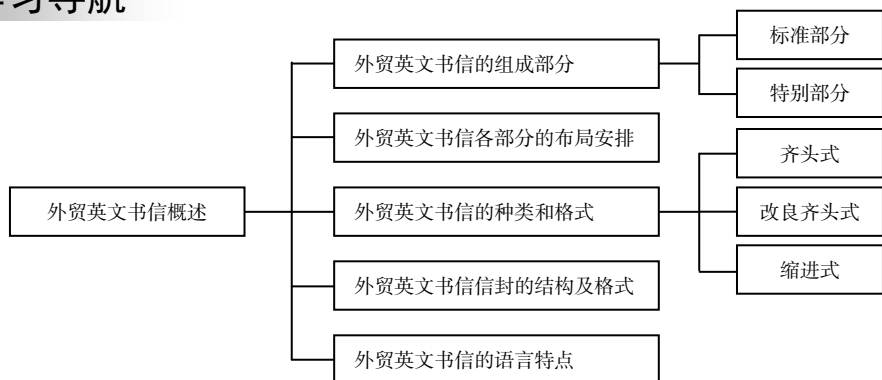
本章相关专业知识简介

在全球经济飞速发展的今天，世界各国的贸易往来越来越频繁，外贸函电已经成为不同国家或地区贸易双方进行商务沟通、洽谈业务及合作的重要手段。传统意义上，“函”指信函（letter），“电”指电报（telegram）和电传（telex）。随着现代通信技术的发展和网络的普及，电报、电传等形式逐渐淡出国际贸易领域。如今，“函电”则常常表现为信函（letter）、传真（Fax）和电子邮件（E-mail）。公司或企业可以通过外贸函电的方式进行一定的贸易活动，如询价、报价、还价、订货、交货、支付、装运、投保、索赔等。与口头外贸联系相比，外贸函电作为文字记录，在双方发生业务纠纷或争执时，能提供重要的法律证据。尽管近些年，随着网络技术的迅速发展，电子商务逐渐流行，电话、传真和电子邮件等电子通信方式已广泛使用，但是商业书信仍然是比较重要的联络方式之一，其他联络方式的撰写也是在书信的基础上发展起来的。与一般的交往书信不同，外贸函电的写作必须有正确的结构和格式，行文段落清晰、文字简洁并谦逊有礼，充分体现商业领域效率优先的特征。在有效运用书信进行贸易磋商的同时，结交商业伙伴，并取得对方的信任和尊重，也是书信写作的重要目的。

本章学习目标

- 掌握外贸英文书信的组成部分及布局；
- 掌握外贸英文书信的种类和格式；
- 了解外贸英文书信信封的书写；
- 了解外贸英文书信的语言特点。

学习导航



1.1 外贸英文书信的组成部分

1.1.1 标准部分

标准部分即所有书信必须包含的部分，包括：

- (1) 信头 (Letter Head)。信头包括发信人公司的名称、地址、邮编、电话号码、传真号码、网址、电子邮箱以及公司的标志等。
- (2) 日期 (Date Line)。写信的年、月、日。
- (3) 封内名称和地址 (Inside Name and Address)。收信人公司的名称和地址。
- (4) 称呼 (Salutation)。对收信人的尊称。
- (5) 正文 (Letter Body)。信的主体，叙述写信目的和基本内容。
- (6) 结尾敬语 (Complimentary Close)。书信结束时的礼貌用语。
- (7) 签名 (Signature)。写信人的署名。

1.1.2 特别部分

特别部分即写信时可根据具体情况增减的部分，包括：

- (1) 参考编号 (Reference Number)。为了便于存档分类而编的号。
- (2) 事由 (Subject or Caption)。使信的基本内容或目的一目了然。
- (3) 经办人名称 (Attention Line)。希望收信人公司将信速交经办部门或人员办理。
- (4) 附件 (Enclosure)。注明随信所附的样品、样本册或价目单等。
- (5) 抄送 (Carbon Copy, CC)。将信抄送给有关部门的标记。
- (6) 附言 (Postscript, P.S.)。信写完后，如果想起还有要紧的话要说或想强调某一点，可在信末加 P.S.，引出补述的话。
- (7) 主办人代号 (Initials)。表明写信人和打字员的姓名字母缩写。

1.1.3 外贸英文书信各组成部分的内容、作用和注意事项

1. 信头

信头通常包括发信人公司的名称、地址、邮编、电话号码、传真号码、网址、电子邮

箱以及公司的标志等。书写信头的目的是方便收信人了解信函来自何处，并为回复提供联系方式。外贸英文书信的信头通常印在该公司所使用的信笺上。最好的方法是将信头印在信纸正上方中央，给人一种协调的视觉效果，见例 1-1。

例 1-1

EASTERN TEXTILES IMP. & EXP. CO, LTD.
34297 Xizhang Road, Shanghai, China
Tel: 021-6606811 Fax: 021-6507631
Http://www.nease.net
E-mail: bcxbox@21cn.com

2. 日期

外贸英文书信必须写日期，它对于文件存档及信息查询都有重要意义。汉语书信一般把日期写在落款的后面，而英文书信的日期要写在正文的前面。日可以用数词，月要用英语名称，年一概用全称，不得简写，如果想表达 9 月 5 日，不要写成 05-09-2009。在美国和很多其他国家，日期的顺序是月（月用全称，不用缩写）、日和年，年前面用逗号将年和日、月隔开。然而，在欧洲和很多其他国家，标注日期最常用的格式顺序是日、月、年。例如，August 18, 2003（美式英语写法）；18 August 2003（英式英语写法）。

3. 封内名称和地址

封内地址包括收信人的姓名和地址，封内地址与信封地址相同。注意，英文地址的书写和中文地址的书写有很大区别，应遵循从小到大的原则，顺序为：

- （1）收信人的姓名、职务。
- （2）收信人公司名称。
- （3）收信人公司所在大楼或街区名称及门牌号。
- （4）所在城市/城镇、州名称及邮编。
- （5）国家名称（如该信寄往国外）。



知识链接

常见地址的英文缩写

室：Rm. (Room) 号：No. (Number)；路：Rd. (Road)；快车道：Dr. (Drive)。
街：St. (Street) 巷：Ln. (Lane)；弄：Aly. (Alley)；公寓：Apt. (Apartment)。
段：Sec. (Section) 区：Dist. (District)；县：County；市：City。
里：Li 大道：Ave. (Avenue)；省：Province；中华人民共和国：P.R.C。

特别要注意的是，地址中的标点符号要正确使用。当前的习惯做法是，行末一般不加标点符号，但行中间该加标点的地方，还是不应省略。门牌号码与街道名称之间不加标点，但是在城市与国家名称之间必须用逗号分开。如果知道某部门的主管人员，写信时须用他的头衔，见例 1-2 和例 1-3。

例 1-2 致公司某人

Ms. Cecilia Green

Corporate Planning Department
ABC Company
123 Berry Avenue
Minneapolis, MN 55106
U.S.A.

例 1-3 致某公司

Personal Manager
Great Western Publishing Co. Ltd.
Room 456 7777 State Street
Chicago, IL 60606
U.S.A.

4. 称呼

称呼位于封内地址下两行处顶格写起，并与之平头，自成一，末尾用逗号或冒号。如果信是写给公司的，且没有直接的联系人，称呼应为“Dear Sirs”（英式）或“Gentlemen”（美式）。如果信是写给个人的，一般用“Dear Miss Brown”、“Dear Mr. Smith”。现在，公司有时由女性开设或经营业务，因此当写信人不能确切阅信人是男士还是女士时，则越来越习惯用“Dear Madam or Sir”以表示敬意。如果知道对方姓名，就用“Dear Mr./Dear Mrs./Dear Miss/Dear Ms.”加上姓；如果不知道对方姓名，可用“Dear Sir”、“Dear Madam”，也可用“To whom it may concern”。如果对方职务较高，则最好用其职务名称，如“Dear Prof. Smith”、“Dear Dr. Jonson”等。称呼一家公司就用“Dear Sirs”或“Gentlemen”。最常见的是，在称谓后面加上一个冒号，如“Dear Ms. White:”；有时也可在称谓后加上逗号，如“Dear Ms. White,”。

5. 正文

信的正文是信函的核心部分，表达发信人的意图，根据中心思想分成段落，每一中心思想为一段。通常，信的正文的第一句或第一段，称为开头语（the Opening Sentences）。开头语没有统一的格式，但习惯上是用客套语先将收到对方的来信的日期、编号或查号、主题及简单内容加以综合叙述。开头语一般要与信的正文分开，自成一节，文字要简洁明了。开头语的下面是信的正文（the Body of the Letter），根据中心思想分成段落，每一中心思想为一段，层次要清楚。结尾语（the Closing Sentences）一般用来总结本文所谈的事项，提示对收信人的要求，如表达愿望、答复询问或做出必要的声明等，另外，附加一些略带客套的语气。它的位置在正文结束之后，另起一段。

6. 结尾敬语

结尾敬语是习惯的客套用语，相当于中文中的“谨上”、“敬启”、“敬礼”、“致敬”一类的客套话，它应该和前面的称呼遥相呼应。例如，称呼用“Dear Sir/Dear Madam/Dear Sir or Madam”，结束敬语就用“Yours faithfully”、“Faithfully yours”、“Yours truly”；称呼用“Dear Mr. John/Dear Mrs. Smith”，结尾敬语就用“Yours sincerely”或“Sincerely yours”。具体如表 1-1 所示。

表 1-1 称呼与结尾敬语

称 呼	结尾敬语
Dear Sirs, Dear Sir, Dear Madams, Dear Madam, Dear Sir or Madam,	Faithfully yours, Yours cordially, (formal)
Gentlemen:	Yours truly, Truly yours, (formal)
Sir, Madam,	Respectfully yours, Yours respectfully,
Dear Mr. Morgan: Dear John: Dear Miss Green: Dear Mrs. Smith: Dear Ms. White: My Dear Mrs.(or Miss.)Bush:	Sincerely yours, Yours sincerely, (less formal)

7. 签名

在结尾敬语的下面，一般应将写信人的公司名称用大写字母打印出来，并由负责人签名。由于手写的签名有时难以辨认，所以签名人的名字和职务打印在所签名字的下方，见例 1-4。

例 1-4

Yours faithfully, Cathy Kurtz (signature) Cathy Kurtz Marketing Manager Messrs. Nelson & Peterson Co.
--

8. 参考编号

在商务书信中，公司之间会提供相互编号。这样，收信人和发信人都能快速了解所指的是哪封信。这样既便于文件存档，又便于日后查阅。

信函编号常见的书写形式有两种：一种是比较简单的形式“Re: ×××”，如“Re: Invoice 4567”或“Re: Your letter dated January 17, 2007”；另一种是比较常用的形式“Your ref: ×××”、“Our ref: ×××”，提供一组缩写信息，包括文件编号、起草人、录入人的姓名缩写和部门代号等，见例 1-5。

例 1-5

SHANGHAI FOXBORO COMPANY LTD. 166 Caobao Road Shanghai 200233

P.R. China
Our Ref. No.FPB/SB-95
Your Ref. No. 153 TBL/GP
October 5, 2005

9. 事由

事由又称标题，要简明扼要。事由行实际上是一封信的中心思想，能便于收件人迅速了解信的主要内容。事由行位于称呼和正文之间。一般有三种书写形式：直接书写、Subject: 和 Re:。有时为了突出还可以全大写、加粗、加底线等，如“INVOICE 12345”、“**Re: Invoice 12345**”、“Subject: Invoice 12345”，见例 1-6。

例 1-6

ABC Company
123 Berry Drive
USA
Dear Sir,

Re./Subj.: L/C No.228 for 3500 Dozen Shirts

10. 经办人名称

有时，发信人希望收信公司将该信迅速交给经办人或经办部门办理，可以在封内地址和称呼之间加上经办人姓名，见例 1-7。

例 1-7

China National Machinery Import & Export Corp.
36, Jianshan Road
Dalian, 116023
People's Republic of China
Attention: Mr. Wang, Export Manager
Dear Sir,

11. 附件

如果需要随信附寄照片、产品目录、订单、发票、小册子、各种单据等，在信纸的左下角，与签名间隔 1 行或 2 行的位置打上“Enclosure”或其缩写“Encl.”或“Enc.”。如果附件不止一项，应写成“Encls.”或“Encs.”，并应注明有几个附件，以方便收信人查点。例如，

Encl.: One check
Encls.: Catalogue and 2 Photos
Encl.: a/s（指附件如信中所述，a/s 即 As stated）

12. 抄送

如果本信函需要抄送他人阅览，则须注明抄送人的名称，如“C.C.: Dalian Branch”、“C.C.: Jean Kipman”。

13. 附言

附言是对内容的补充说明，或者强调信中谈及的要点，语言要简练。附言通常在签名下方，从左侧顶格书写，如 “P.S. Each individual’s E-mail address remains unchanged.”。



小提示：在贸易书信中，应尽量避免使用附言这一内容，因为它表明写信人计划欠周，因而易于使收信人对写信人产生不好的印象。

14. 主办人代号

主办人代号的目的是注明此信件出自何人之手，便于公司必要时查对，当撰写人和打字人同为一人时，通常省略这部分。首先列出信件口授人的姓名字首的缩写（大写字母），其次是打字人的姓名字首的缩写（小写字母）。例如，“BS/mo”或“BS: mo”（BS—Black Smith, mo—Mary Owen）。

1.2 外贸英文书信各部分的布局安排

外贸英文书信各部分的布局安排具体见例 1-8。

例 1-8

China National Light Industrial Products Import & Export Corp. 82 Tian An Men Street Beijing 100020, P.R.C	← ①信头
Your ref: 148 GW/XM Our ref: 153 TBL/GP	← ②参考编号
July 24, 2003	← ③日期
Oversea Trading Co. 24 Park Street London E.C.4, England	← ④封内名称和地址
Attention: Marketing Department	← ⑤经办人名称
Dear Sirs,	← ⑥称呼
Re: Chinese Cotton Piece Goods	← ⑦事由
We welcome you for your enquiry of July 18 and thank you for your interest in our Cotton Piece Goods. We are enclosing our illustrated catalogue and pricelist giving the details you ask for. As for the payment terms we usually require confirmed irrevocable L/C payable by draft at sight. We feel confident that you will find the goods are both excellent in quality and very reasonable in price. We are looking forward to your order.	← ⑧正文

Yours faithfully,

← ⑨ 结尾敬语

Signature (handed-written)

← ⑩ 签名

James Parrinton

Sales Manager

SDK/SK

← ⑪ 主办人代号

Encls.: a catalogue and a pricelist

← ⑫ 附件

CC: Our Branch

← ⑬ 抄送

P.S. We will airmail under separate cover our pamphlet of our firm tomorrow.

← ⑭ 附言

1.3 外贸英文书信的种类和格式

1.3.1 外贸英文书信的种类

根据进出口贸易的环节，外贸英文书信一般包括建立贸易关系、询函与回复、报盘、还盘、订货、支付、包装、装运、保险、索赔与理赔等。

1.3.2 外贸英文书信的格式

“没有规矩，不成方圆”，外贸英文书信的格式和写作要求比较规范。目前，在实践中最常用的外贸英文书信有三种格式：齐头式（Block Style）、改良齐头式（Modified Block Style）和缩进式（Indented Style）。

1. 齐头式

齐头式格式没有缩进。每行都从页面左边边线开始打印。齐头式风格简单，彰显效率，使用普遍，见例 1-9。

例 1-9

GUANGZHOU ELECTRONICS PRODUCTS
IMPORT & EXPORT CORPORATION
11 Beijing Road, Guangzhou
People's Republic of China
Tel 3456182 Telex 8371 GUELCO CABLE2284

Ref. GEC 9667

June 21, 2000

Ocean Electronics Products Import Corp.

130 Clifford Street

LONDON W 1, England

Dear Sirs,

Re. Chinese Electronics Products

We have obtained your name and address from the London Chamber of Commerce, who has told us that you wish to import electronics goods manufactured in China.

We manufacture electronics appliances of the kind illustrated in the enclosed catalogue, which we hope will be of interest to you. Also enclosed for your reference, is our latest price list.

Should you be interested in any of our products, please let us know and we will provide you with a quotation. In the meantime, should you require any further information about either our products or our corporation, please do not hesitate to let us know.

We look forward to hearing from you soon, and to the possibility of doing business with you in the future.

Yours faithfully,

(Signature)

Binford H. Peebles

Sales Manager

2. 改良齐头式

改良齐头式与齐头式的区别：改良齐头式的日期行、结尾敬语及签名打印在页面中心的稍偏右方。改良齐头式没有缩进。这是一种较为传统的书写格式，见例 1-10。

例 1-10

GUANGZHOU ELECTRONICS PRODUCTS

IMPORT & EXPORT CORPORATION

11 Beijing Road, Guangzhou

People's Republic of China

Tel 3456182 Telex 8371 GUELCO CABLE2284

Ref. GEC 9667

June 21, 2000

Ocean Electronics Products Import Corp.

130 Clifford Street

LONDON W 1, England

Dear Sirs,

Re. Chinese Electronics Products

We have obtained your name and address from the London Chamber of Commerce, who has told us that you wish to import electronics goods manufactured in China.

We manufacture electronics appliances of the kind illustrated in the enclosed catalogue, which we hope will be of interest to you. Also enclosed for your reference, is our latest price list.

Should you be interested in any of our products, please let us know and we will provide you with a quotation. In the meantime, should you require any further information about either our

products or our corporation, please do not hesitate to let us know.

We look forward to hearing from you soon, and to the possibility of doing business with you in the future.

Yours faithfully,
(Signature)
Binford H. Peeples
Sales Manager

3. 缩进式

缩进式又称半齐头式 (Semi-Block Style), 即段落的首行从页面左边边线缩进 4 个空格符。日期行、结尾敬语及签名打印在页面中心的稍偏右方。很多公司的外贸业务书信运用这种格式, 缩进式风格的商务书信看上去布局更均衡, 见例 1-11。

例 1-11

GUANGZHOU ELECTRONICS PRODUCTS
IMPORT & EXPORT CORPORATION
11 Beijing Road, Guangzhou
People's Republic of China
Tel 3456182 Telex 8371 GUELCO CABLE2284

Ref. GEC 9667

June 21, 2000

Ocean Electronics Products Import Corp.
130 Clifford Street
LONDON W 1, England

Dear Sirs,

Re. Chinese Electronics Products

We have obtained your name and address from the London Chamber of Commerce, who has told us that you wish to import electronics goods manufactured in China.

We manufacture electronics appliances of the kind illustrated in the enclosed catalogue, which we hope will be of interest to you. Also enclosed for your reference, is our latest price list.

Should you be interested in any of our products, please let us know and we will provide you with a quotation. In the meantime, should you require any further information about either our products or our corporation, please do not hesitate to let us know.

We look forward to hearing from you soon, and to the possibility of doing business with you in the future.

Yours faithfully,
(Signature)
Binford H. Peeples
Sales Manager

1.4 外贸英文书信信封的结构及格式

1.4.1 外贸英文书信信封的结构

为便于理解，我们把信封划分为 5 个区：左上角为 1 区，正中为 2 区，右上角为 3 区，左下角为 4 区，信封背面垂片为 5 区，如图 1-1 所示。

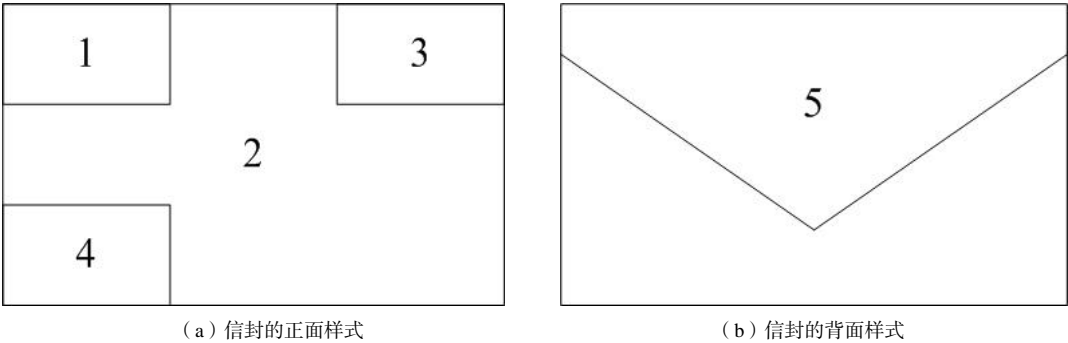


图 1-1 外贸英文书信信封的结构

各区的内容包括：

- 1 区——写信人的名称和地址。
 - 2 区——收信人的名称和地址，必须与封内名称和地址完全一致，与信封的最上端相距 4 厘米。
 - 3 区——贴邮票、盖邮戳处（Stamp & Postmark）。
 - 4 区——邮政附注（Postal Notation），如 Registered（挂号信）、Confidential（密函）、Airmail（航空）、Private（私密）。
 - 5 区——垂片位置是写信人（发信人）的新地址或回函地址（Returning Address）。
- 信封缮制的实务范本（正面），见例 1-12。

例 1-12

Beijing Sunshine Trading Co. Ltd. 36 Tianzhu Road Chaoyang District Beijing 100020, P. R. China	Stamp & Postmark
Messrs. Nelson & Peterson Co. No. 56 Flushing St. Sydney 94672	
Registered	

信封缮制的实务范本（背面），见例 1-13。

例 1-13

Li Weiming Import Department Beijing Sunshine Trading Co. Ltd. Beijing 100020, P. R. China

1.4.2 外贸英文书信信封的格式

封的格式有两种：齐头式和缩进式。

1. 齐头式（见例 1-14）

例 1-14

China National Machinery Import & Export Corp. 36, Jianshan Road Dalian, 116023 People's Republic of China		Stamp
P&G Company 24 Madison Avenue Columbus, OH 43004 U.S.A.		
By Air		

2. 缩进式（见例 1-15）

例 1-15

China National Machinery Import & Export Corp. 36, Jianshan Road Dalian, 116023 P.R.China		Stamp
P&G Company 24 Madison Avenue Columbus, OH 43004 U.S.A.		
Registered		

1.5 外贸英文书信的语言特点

外贸英文书信写作的基本原则是“7C”原则，“7C”是指评价外贸信函在选词、句、内容、语气、写作态度等方面的7个以英文字母“C”开头的单词，即礼貌（Courtesy）、体谅（Consideration）、完整（Completeness）、清楚（Clarity）、简洁（Conciseness）、具体（Concreteness）、准确（Correctness），如图1-2所示。

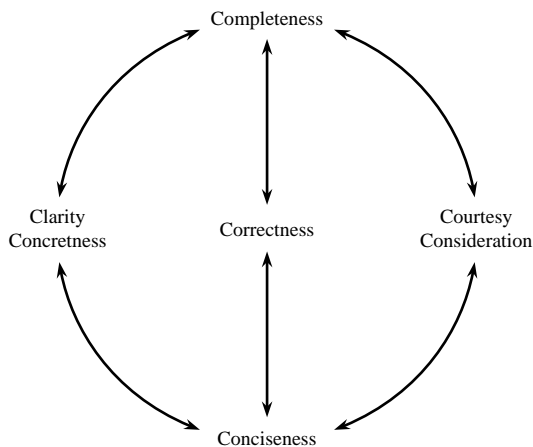


图 1-2 “7C” 原则

1. 礼貌

礼貌是商务书信的重要特征。用友好的口吻和措辞对沟通双方之间的感情、实现信函所要达到的目标具有极大的推动作用。同时，及时回信也是礼貌的表现。

例如，We are sorry we didn't make ourselves understood clearly. (worse)

We are sorry you have misunderstood us. (better)

2. 体谅

写信时要处处从对方的角度去考虑有什么需求，而不是从自身出发，语气上要更尊重对方。在起草商务书信时，始终应该以对方的观点来看问题，根据对方的思维方式来表达自己的意思。

例如，Enclosed please find our illustrated catalogue and the detailed price-list you asked for.

同样，写信时要做到体谅，使用“您”、“贵方”多于“我方”。

例如，You are requested to make an offer. 请贵方向我方报盘。



知识链接

在撰写外贸英文书信时，要采用一个原则，即“You-attitude”，顾名思义，“贵方视点”或“换位思考”。在商务交际活动中以对方为中心，站在对方的角度考虑问题，尽量照顾对方的感受，满足对方需求，以此达到我方成功交际的目的。采取“You-attitude”并不意味着通过第二人称代词 you 的频繁使用来体现对收信人的兴趣和关注，“You-attitude”强调的是在书写信函时把他人的利益放在第一位，为他人着想，措辞礼貌委婉，体现尊重、理解、真诚、积极解决问题促成交易达成的合作精神。

3. 完整

在商务书信中,写信人应该完整表达所要表达的内容和意思,必须把需要说明的情况全面交代清楚,特别是时间、地点等,忌寄出含混不清的信件。叙述问题要有头有尾、善始善终,不能出现上下句脱节。一个问题说明白之后,再引出与之相关的另一个问题。

例如, We have opened through our bank an irrevocable L/C in your favor. (worse)

We have opened through our bank an irrevocable L/C in your favor which will reach you on June 15 and remain valid until the end of June. (better)

第二个句子提供的信息比第一个句子更加完整,说明信用证的到达日期及有效期符合出口商的期望。

4. 清楚

在书信中,表达要明白易懂,使用插图、举例或其他在视觉上有助于理解的东西来传递信息,避免难懂的业务行话。

例如,我方可以保证收到订单后两周内交货。

如果“交货”定义很明确,而且与客户的贸易条款已商量妥当,可译为 We guarantee to deliver the goods within fourteen days on receipt of your order. 但如果“交货”定义不明,贸易条款尚未商量妥当时,建议不要译为 deliver the goods, 采用 effect shipment 为好。为了淡化或者中和汉语原文中的“可保证”,而不把话说死,以免被动,可译为 We would try to effect shipment in fourteen days on receipt of your order.

5. 简洁

商务书信的简洁并不意味着字数越少越好。商务书信应该用最少的文字礼貌地说明最完整的意思,这样不仅可以节省时间,让人一目了然,而且能给对方以干练、高效、说话办事不拖沓的良好印象。例如,“please note...”要好于“Attention should be called...”。总之,能在用短语的时候不用句子,能在用简单句的时候不用复合句,但简洁是在无损内容的前提下,用尽可能少的文字清楚表达真实的意思,简洁不能以牺牲信件内容的完整为代价。

6. 具体

在谈判磋商的关键问题上绝不能马虎大意,必须有一说一,明确详细,不能模棱两可。

例如,“Please send your proposal to us before October 10.”要好于“Please send your proposal to us as soon as possible.”

7. 准确

一封用于商务交往的书信应该在各个方面都是正确的,其中包括格式、语法、单词拼写、标点、日期、数量单位、商业术语等。由于商务书信的内容大多涉及商业交往中双方的权利、义务以及利害关系,错误的用词不仅容易造成双方的误解,导致交易出现纠纷,还可能对公司的形象和信誉产生不良影响。

例如, We would like to offer 350MT Groundnuts at USD1,300 net per metric ton CFR Copenhagen.

在这个报盘句中数量 350 公吨和价格每公吨 1 300 美元两个数字,以及价格术语成本加运费价(CFR),其中任何一个出现一点儿错误都会引起误解甚至纠纷,所以一定要书写

正确。

从上述“7C”原则中，我们可以看出，用清晰、明确、简洁的语言，完整、正确、礼貌地表达写信人的意图，最终达成交易是商务书信写作的最终目的。因此，在写作过程中，除了要确保单词拼写、语法、句法和专业术语的正确性，还要注意谨慎选词构句，顾及对方在读到信函后的感受。“7C”原则作为一种重要的信函写作指导方法，不仅对信函从质量上提出了具体标准，还对写信人的态度和心境提出了更高的要求。

本章小结

一封外贸英文书信应包括以下几个部分：信头、写信日期、封内名称和地址、称呼、正文、结尾敬语、签名等主要部分，有时根据写信人的需要还会增加参考编号、事由、经办人名称、附件、抄送、附言、主办人代号等附加部分。目前，在实践中最常用的外贸英文书信有三种格式：齐头式、改良齐头式和缩进式。外贸英文书信的信封有齐头式和缩进式两种。外贸英文信函写作的基本原则是“7C”原则，即礼貌、体谅、完整、清楚、简洁、具体和准确。

复习思考题

1. Find out the mistakes, correct and address the envelope accordingly.

<p>Business International Co., Ltd. 68 Xingfu Street Chongwen District Beijing 100032, P.R.China Tel: 86-10-67554422 Fax:86-10-67554424</p> <p>sep8,2005 Purchase Manger ABC Company New York 66783 USA</p> <p style="text-align: right;"><u>Subject:</u></p> <p>Dear Sir or Madam,</p>

2. Arrange the following in proper form as they should be set out in a letter.

- ① Sender's name: China National Light Industrial Products Import & Export Corporation.
Shanghai Branch
- ② Sender's address: 128 Huchiu Road, Shanghai, China
- ③ Sender's cable address: INDUSTRY SHANGHAI
- ④ Sender's telex address: 33054 INDUS CN
- ⑤ Date: March 23, 2001
- ⑥ Receiver's name: H. G. Wilkinson Company, Limited
- ⑦ Receiver's address: 245 Lombart Street, Lagos, Nigeria
- ⑧ Salutation used: Dear Sirs,

⑨ Subject-matter: Sewing Machines

⑩ The Message:

We thank you for your letter of March 16 enquiring for the captioned goods.

The enclosed booklet contains details of all our Sewing Machines and will enable you to make a suitable selection.

⑪ Complimentary close: Yours faithfully

3. Write a letter according to the given material.

写信人: 五龙国际玩具公司 (Five Dragons International Toys Company)

地址: 江苏省扬州市扬子江北路8号 邮编: 225008

收信人: A & A 4Kidz Inc

地址: Beursplein 37, 3001 DD Rotterdam, Netherlands

事由: Children Toys

日期: 2012年8月5日

写信人姓名: 王新 职务: 出口部经理 (Export Manager)

书信的内容:

We learn your name and address from International Business Daily, and know that you would like to import Chinese toys.

We are a toy company with customers from both China and abroad. We not only supply to a number of big chain stores across China, but also receive substantial orders from many major global retailers such as Wal-Mart, Carrefour and Sears.

Enclosed is an illustrated catalogue of our products. We are confident that they will be appealing to you.

If you are interested in any of them, we would be glad to send you some samples for your consideration.

Your early reply will be appreciated.

另外, 该信件要交由收信人公司的进口部 (Import Department) 处理。



知识拓展

英美外贸信函的差异

英式英语和美式英语在书信体例方面存在一定的差异, 如信头和称呼、书信格式、遣词、结尾客套语等均有所不同。

1. 信封格式

信封格式分为美式和英式两种。

(1) 美式信封格式: 一般是在信封左上角写寄信人的姓名和地址, 姓名在上, 地址在下; 收信人的姓名和地址写在信封的居中偏右位置, 包括收信人的称谓 (先生、女士、经理等) 和收信人的名、姓、门牌号码和路名、市名、州名、邮政编码和国名。

(2) 英式信封格式: 一般是将寄信人的姓名和地址写在信封的左下角, 航空标志或贴或印在信封的左上角; 收信人的姓名和地址写在信封的居中位置, 邮票也贴在信封的右上角。

(3) 注意在写信封上的姓名、地址时，美国习惯一般都采用齐头式，即每行左面都取齐。英式写法则采用缩进式，即每行逐次向右缩进。

2. 语言风格

一般来说，英式书信较为保守，许多英国人喜欢用老式书信体，用词较为正式刻板，而美国书信语言非常生动、有活力，格式也较为简单。当然，英国式的语言文化近年来也有变化，但总体来说，两者间的差异是很明显的。

3. 称呼

在英式英文信里，Mr、Mrs、Messrs 均不加缩写句点，相反，趋向于进步自由的美语反而加缩写句点，如 Mr.、Mrs.、Messrs.。在称呼方面，如果信是写给公司、单位的，美语用 Gentlemen(复数形式)，英语用 Dear Sirs，相当于我国的“敬启者”或“谨启者”。如果对方公司只有一人时，必须使用 Sir/Dear Sir。称呼后一般要使用标点符号，英式采用逗号，美式倾向于省略不用。

在一些职务的称呼上，英式英语和美式英语也有差别，如表 1-2 所示。

表 1-2 英式英语和美式英语在职务称呼上的差别

英式英语	美式英语	中文词义
Manager	Director	经理
Managing Director	CEO (Chief-Executive Officer)	总经理
Chairman	President	总裁、董事长
Director	Vice-president	副总裁
Accountant	Financial Controller	会计师

4. 词汇上的差别

美式英语与英式英语在单词拼法上的差异主要有两种：一种是单词的个别字母不相同，如 colour(英式英语)、color(美式英语)；另一种是美语单词较为简化，如 refrigerator(英式英语)、fridge(美式英语)。商务英语中比较常见的这类单词列举如表 1-3 所示。

表 1-3 英式英语与美式英语在拼写上的差异

英式英语	美式英语	中文词义
catalogue	catalog	商品目录
woollen	woolen	羊毛
cheque	check	支票
aeroplane/airplane	plane	飞机
honour	honor	荣誉
jewellery	jewelry	珠宝
storey	story	楼层
kilogramme	kilogram	千克
programme	program	节目、程序
traveller's cheque	traveler's check	旅行支票
advertisement	ad	广告
advertising agent	Ad agent	广告代理人
labour	labor	劳动

另外，某些单词在美式英语和英式英语里有着不同的含义表示不同的概念或事物，

很容易造成误解。因此，在商业交往中，必须小心谨慎，特别是在外贸洽谈、订货、发货方面，要注意辨别，以免因文字含义的不同而引起大错，造成损失，如表 1-4 所示。

表 1-4 英式英语与美式英语单词含义的差异

英式英语	美式英语	中文词义
Co./Ltd	Corp./Inc.(=Incorporated)	有限责任公司
film	movie	电影
fair	trade show	展销会、博览会
lift	elevator	电梯
C.V.(Curriculum Vitae)	resume	履历、简历
maize	corn	玉米
corn	wheat	谷物、小麦
cotton	thread	棉纱
pants	underpants	内裤
trousers	pants	裤子
post	mail	寄信、邮寄
luggage	baggage	行李
journey	trip	旅行
goods	freight	货物
flat	apartment	公寓
dispatch	shipping	货物运输
accounts	accounting	财会（部）
after sales	customer service	售后服务
air-mail	air-post	航空信
air-route	air-line	航线
motor	auto	汽车
postcode	zip code	邮编
shares	stock	股票
shops	stores	商店
stand	booth	货摊、售货台
taxi	cab	出租车
tender	bid	（工程等）投标
underground	subway	地铁

5. 书信结尾客套语

最为典型的美国式写法是 Sincerely 和 Best regards，典型的英国式表达有 Yours sincerely（熟人或知道对方姓名）、Best wishes、Kind regards 和 Yours faithfully（不知姓名）。

6. 日期和数字

注意英式英语和美式英语在写法上的区别，如 2015 年 10 月 12 日：

英式写法——12 October 2015；美式写法——October 12, 2015。



Chapter 2

Writing for English Faxes and E-mail



本章相关专业知识简介

传真 (Fax, 是 Facsimile 一词的简写) 是一种现代化通信手段, 综合了书信、电报、电传、电话这些通信方式的优点, 表现在: ① 使用范围广。在电报、电传中, 只能使用英文及少量的符号等, 而在传真中, 可使用多种语言文字 (包括中文)、符号以及表格和图形。② 传递速度快。一旦电话接通, 无论打印的、手写的或签字的文件和订单、发票、装箱单、提单、价格表、信用证、报价、工程图及数据表格等只要放进无线电传真收发机中, 便可马上传送出去。因此, 它省时、省事。③ 费用节省。由于传真通过电话进行, 费用按实际通话分钟数计算, 它在一分钟内传送的内容要比电报、电传多得多。因此, 它可节省很多费用。④ 使用方便。由于传真提供的是 24 小时服务, 因此也可在无人候机的情况下收到电文。

虽然传真具有如上诸多优点, 但它也有一些弊端: ① 由于传真是采用电子数据交换 (EDI) 的方式以真迹复印传递商业信息, 其做法类似于复印机的复制传递, 因此很容易弄虚作假, 或以假充真, 所以应谨慎使用。② 采用传真传递的文字或图形的线条一般呈锯齿状, 与原文本的文字、图形线条差异较大, 清晰度不够。因此, 传递出来的书面材料的清晰度还不如复印机复印出来的效果。③ 在国际贸易中, 由于上述原因, 有些国家和地区并不认为它具有法律效力。因此, 对于一些不太重要的商业信息, 才采用传真的方式传递。

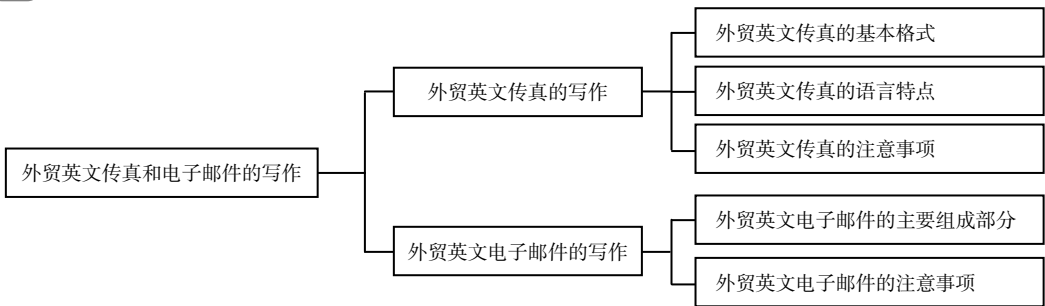
电子邮件 (E-mail) 是另一种新型的许多通信方式都不能比拟的先进的书面交际方式。它的传递是借助计算机网络来实现的, 它综合了电话和邮政信件等特点。其优点: ① 传递速度快。其速度可与国际直拨电话和传真大致相当。② 费用低廉。它比国际长话和传真都要便宜, 发一封电子邮件的费用仅需几分或几角钱。③ 使用方便。电子邮件提供的也是 24 小时服务, 也可在无人候机的时候收到邮件。

电子邮件的主要缺陷是有安全性的问题。目前的电子邮件技术还不能保证邮件传输过程滴水不漏以及邮件内容不被非法读取。

本章学习目标

- 了解外贸英文传真、电子邮件与外贸英文书信的区分；
- 掌握外贸英文传真和电子邮件的写作。

学习导航



2.1 外贸英文传真的写作

2.1.1 外贸英文传真的基本格式

大部分公司有自己固定的传真格式, 传真文件上都有公司的标志或至少有公司的名称, 这些都印刷得非常醒目。传真的内容和外贸英文书信基本相同, 但略有区别。

(1) 信头和封内地址两部分合并, 并简略为收发传真的基本信息, 一般采用以下格式。

To: ABC Company Fax: ××-××××××××××

Fm: EFG Company Fax: ××-××××××××××

集中列明收件人和发件人双方的公司名称和传真号码, 可方便具体发送传真的人参考确认, 也可方便收件人收到传真后回复。与外贸英文书信相比, 外贸英文传真常增加“总页数 (Total Pages) 或 (Transmitting)”一项, 一般位于日期的下方或右方, 以方便收件人核对是否收到传真的全部内容。

(2) 尊称。如果跟收件人很熟了, 就可以只称名不称姓, 并采用亲切的问候。如果跟对方不熟, 就用“头衔+姓”的方式称呼对方。

(3) 正文。

(4) 结尾套语。除了使用 Yours sincerely、Yours truly 之外, 更多地倾向于使用 Best regards、Best wishes、Kind regards 或 Regards。

(5) 签名。

(6) 其他选择性项目。

有信头的传真样信见例 2-1。

例 2-1

Wanderlust, Inc. 124 Fifth Street, Davis, CA95616 Tel:(530) 755-0985 Fax: (530) 755-08861	
FAX	
To: Chris O'Riley	From: Laurel Sullivan, Senior Sales Associate
Company: Thrills'n Chills	Date: 10/2/2010
Fax: (907)456-4857	Phone: (907)456-4855
Subject: Ice Tech boots bulk order question	Transmitting: 2 pages
Dear Chris,	
Thank you for your order (ref.92510). After discussing your request, our Sales Director, Cheryl Root, is happy to offer you a 15% discount on any order of more than 12 pairs of Ice Tech boots. The attached signed authorization will be valid for the next year and should be sent with your order for any bulk orders.	
Yours truly,	
Laurel	
Attchmt: license	

Notes:

1. 公司的信头就已包含发件人所有的联络方式。
2. Transmitting 这一栏用来表示传真的页数。在这个例子里，传真有两页。
3. 传真可以进行正式与非正式的沟通。在这个例子里，发件人与收件人已经有很长一段合作关系，因此发件人在称呼与签名的部分都只用名字不用姓。一般最好是使用“头衔+姓”的称呼方式。

没有信头的传真样信见例 2-2。

例 2-2

Wanderlust, Inc. 124 Fifth Street, Davis, CA95616 Tel: (530) 755-0985 Fax: (530)755-08861	
To: Chris O'Riley Market Director	From: Andy Francis
Fax: (907)456-4857	Pages: 3
Phone: (907)456-4850	Date: 10/2/2010
Re: Ice Tech boots rental and promotion agreement	CC:--
Dear Mr. O'Riley,	
Please find enclosed our draft of the agreement regarding the rental of our Ice Tech boots for your Thrill's Chills expeditions. We are pleased to present you with what we believe will be a	

mutually beneficial contract. As discussed in our conference call of September 28, we have addressed the issues of recycling boots, the placement of our logos, and how to direct potential sales.

We look forward to receiving your feedback about the contract.

Sincerely,

Andy Francis

Andy Francis, Marketing Manager

Notes:

1. 本传真没有印上信头，所以撰文者在页面顶端打上了发件人的地址、传真号码和电话号码。
2. 很多传真范例都采用这种表格填入联络方式。
3. 本传真采取了比较正式的称呼与签名。

2.1.2 外贸英文传真的语言特点

传真的文体风格类似于书信的文体风格。偶尔也会用事由，如“Re.:"和“Ref.:"就常用来说明传真信息的标题或用来指以前的合同。在大多数情况下使用的称呼也是“Dear + first name”或“Dear + Mr./Mrs. + last name”，最典型的结束语就是“Best regards”。外贸英文书信中所使用的词句也被用于传真。书信与传真的不同之处有时只在于传达信息的手段不同。不过，传真有时更为正式。

(1) 为了方便收件人阅读、辨认以及公司内部文件的保存，很多公司都制定了自己的传真页面格式。首先在信头下加印或键入标题“传真”或“传真封面”，然后详细列出以下信息：发件人、收件人的名称、电话、传真号、发函日期、页数等。有些公司会在标题下插入一个包含所有信息的表格，简洁明了，这也是一个值得推荐的好办法。

(2) 在写作传真过程中，应避免使用很粗的字体或多种不同颜色的字体，只有简洁明了的字体才能使接收到的传真清晰可辨；还应避免出现大面积色彩浓重的段落，它们会导致传输过程加长，让收件人在接收传真时，承担更多的油墨费，或长时间地占用传真机。还要尽量避免加注脚，由于它们字体偏小，容易导致接收时无法辨认。

(3) 由于传真的传输方式，一般“附件”项目不使用 Encl.这个词，而使用 Attachment，缩写为 Attchmt。

2.1.3 外贸英文传真的注意事项

- (1) 传真中的地址有时不像书信那样写得完整。
- (2) 每页传真上都应有页码。
- (3) 普通传真机传出去的信函都应签全名。
- (4) 如果是通过调制解调器传出去的信函，就不用签名，因为通过计算机签名不太容易。
- (5) 有时手写传真也可以接受，因为传真机主要是用来快速传达书面信息的。
- (6) 与任何其他类型的商务沟通方式一样，传真同样也会给读者留下印象，所以发出的传真也应当注意内容。

2.2 外贸英文电子邮件的写作

2.2.1 外贸英文电子邮件的主要组成部分

外贸英文电子邮件主要由以下几个部分组成。

(1) 收件人栏 (To)。在此栏中需填上收件人的姓名和邮件地址, 通常只写一个特定的收件人, 回复邮件也是此栏的收件人。

(2) 抄送栏 (Cc)。在此栏中可填发件人希望某些看到此邮件内容的人的邮件地址, 但通常此栏的收件人只看不回复。在抄送 (Cc) 栏和密件抄送 (Bcc) 栏内的邮件地址将自动收到该电子邮件, 但收件人无法看到密件抄送栏内的邮件地址。

(3) 主题或事由栏 (Subject/Re:)。在此栏中需简洁明了地填写要写的电子邮件的主要内容, 通常不写句子, 而常用名词词组。例如, subject: your order for 3,000 books; subject: claim for packing 等。它的功能相当于新闻报道中的导语部分, 方便收件人知道下面正文部分将说的有关内容, 以便决定是否继续阅读正文部分。同时, 简洁明了的主题内容还可起到索引的作用, 便于收件人以后在大量的邮件中查出相关的邮件。

(4) 称呼。私人邮件可以写得像对话一样, 但商务邮件务必写得像书信一样。如果是写给商业伙伴、客户、不熟悉的同事或主管, 就用 Dear 称呼, 不要用 Hello 或 Hi。若不能确定收件人是哪位, 通常可采用这样的表达: Dear Sirs、Gentlemen、Dear Madam or Sir 或 To whom it may concern 等。

(5) 正文部分。外贸电子邮件的正文书写格式绝大多数采用齐头式。齐头式是指正文中各部分都从每行的左边开始, 这种格式便于打字和节省时间, 提高工作效率。正文是电子邮件的主要部分, 大多由两三个或三四个简短的自然段构成, 一个自然段一般只有一两句话。

(6) 结尾敬语。采用标准的结尾敬语, 如 Yours Sincerely、Yours Truly 或 Yours Faithfully。私人邮件较为自由和随意, 常用 Best regards、Best Wishes、Kind Regards 等电子邮件常用套语, 或用 Have a nice day、Good day to you 等表示美好祝愿的词组作为敬意结尾。

(7) 落款。由于电子邮件是在计算机上打写出来的, 故不像传统的外贸书信那样可进行手签, 通常是发件人在信的结尾敬语下面打写上自己的姓名, 但往往会加列发件人的电话、传真、电子邮件等联系信息。

(8) 附件。电子邮件中如果带有与邮件内容相关的附件, 如各种扫描的商业发票、订单或报价单等或用 Word、Excel 等软件编写的文件报表, 应在邮件中说明具体文件的名称及份数等, 以便对方确认, 如 Attached please find our shipping plan。

外贸英文电子邮件主要组成部分的具体说明如表 2-1 所示。

表 2-1 外贸英文电子邮件主要组成部分

关 键 词	内 容	中文意思
From	Sender's address	发件人电邮地址
To	Recipients' address	收件人电邮地址
续表		
关 键 词	内 容	中文意思
Cc	Addresses for carbon copies	抄送

Bcc	Addresses for carbon copies, but the sender's address is anonymous	密件抄送
Date	Date on which message was sent	日期
Subject	Topic of the messages	主题
Body	The content of letter	信函正文
Attachment	Attach the relevant information(such as documents, pictures, charts, sounds etc.) with the letter	附件

电子邮件样信见例 2-3。

例 2-3

From: ljhong@shhc.com
To: John. Smith @Sigma.com
Cc: inquiry@shhc.com
Bcc: xjma@shhc.com
Subject: Greetings from China
Attachment: product leaflet.pdf(85K)

Dear Mr. Smith,

We have obtained your name and address from Lee & Co. Ltd, and we are writing to enquire whether you would be willing to establish business relations with us.

Yours sincerely,
Shaihai Hengchang Trading Co., Ltd.
Vincent Hong
E-mail: ljhong@shhc.com
Website: www.hengchang.com.cn

2.2.2 外贸英文电子邮件的注意事项

- (1) 用邮件地址代替通信地址，如 support@abc.com。
- (2) 添加抄送人的邮件地址，他们将同时收到所写邮件。
- (3) 外贸英文电子邮件必须有主题。主题可以使收件人一目了然地知道信函的内容，要简短，让人一看就知道是一封什么邮件。主题要简洁明了，既可以是单词，也可以是短语、句子，长度不应超过 35 个字母。
- (4) 外贸英文电子邮件必须有称呼。称呼独占一行，且与正文之间空一行。
- (5) 正文的段落之间、正文和结尾敬语之间应空一行，开头无须空格。
- (6) 外贸英文电子邮件的结尾除了问候语以外，还应包括联系方式和公司信息，其中电子邮件地址、公司网址是必不可少的。
- (7) 较重要的电子邮件也可以进行电子签名或加密处理。
- (8) 电子邮件中常用的缩写有 FYI (For Your Information)、ASAP (As Soon As Possible)、IMO (In my Opinion)、BTW (By the Way)、FAQ (Frequently Asked Questions)、PLS (Please)、TKS (Thank)。
- (9) 写电子邮件要直接，并多用短句。邮件要写得尽量简短、清楚。如果内容很多，

可以使用附件、表格、图表等。

本章小结

在国际贸易交往中, 传真和电子邮件现已成为人们同客户沟通的最常见、最方便、最简单、最节省, 事实上也是最有效的方式。外贸传真和外贸电子邮件的撰写原则跟外贸书信一样, 需要遵循 7C 原则。其格式可采用缩行式和齐头式, 但目前用齐头式的居多。从语言上看, 传真、电子邮件使用的语言比书信更趋向于简单、亲切、随意, 尤其是电子邮件。

复习思考题

1. Write an E-mail according to the given material.

今天下午收到如下客户邮件。经与经理商议, 同意给予 2% 的价格折扣, 但付款方式必须坚持即期信用证。

根据上述情况给国外客户回复邮件, 要求理由充分, 表达得体。

发件人: john_light@tt.com
 收件人: jack.xu@xindi.com
 日期: 2015 年 12 月 11 日 22:37
 主题: Re: Your Quotation

Wang Ming
 Dept. of Chemical Engineering
 Dalian University of Technology
 Dalian 116023
 Liaoning Province
 P. R. China

2. Translate the following fax.

Zhejiang Machinery Equipment Imp. & Exp. Co., Ltd.
 No.111. Jiefang Road, Hangzhou, China, 310009
 Tel: 86-571-87812682 Fax: 86-571-87811922

FAX

To: Harvey United Industry Co., Ltd. of Canada	Fax No.:39275
ATTN: Import Department	Total pages of this fax:2
From: Mr,Wang	Date: Feb.25, 2006
Subject: Providing Information	Ref No.: FO 1216-01

Dear Sirs,

Thank you for your order of Feb. 17th, 2006. We are awfully sorry to inform you that the GY-330 series electric motors you ordered are now out of stock and will not be available

before the end of April. Therefore, we suggest the GY-340 series that is very similar to the former and can be supplied in stock.

Please let us know whether you can accept it or not and fax us as soon as you receive our offer so that we can ship the articles without delay.

Yours faithfully,

Wu Xing

Dept. Manager

3. Fill in the contract form with information gathered from the following correspondences.

Mail 1

Hangzhou Deluxe International Ltd
Address: 14D, 68 Nanjing Road, Hangzhou, China
Tel: 86 571 85736501
Fax: 86 571 85730275
Website: www.deluxe.com.cn
E-mail: steven@deluxe.com.cn
July 2, 2013
Claven Stationery S.A.
20 Masquire Place
Paris, France
ATTN: Miss Claudia Venegas

Dear Miss Claudia Venegas,

I'm writing to reintroduce myself as Steven Wang representing Hangzhou Deluxe International Ltd. I'm glad to have met you at the 93rd Canton Fair where you took some interest in our products.

We are a manufacturer and exporter of cork and wooden products, including stationery, toys, promotions and Christmas items. Most of our products are exported to American and European markets. Because our factory is located in the Free Trade Zone, we enjoy some favorable policies from the Government. Therefore we can provide more competitive prices than other producers.

I hereby send you some photos of our products for your reference. Should any of them be of interest to you, please let us know.

Best regards!

Steven Wang

Mail 2

From: claudia@hotmail.com
To: steven@deluxe.com.cn
Sent: Thursday, July 10, 2013 11:40
Dear Steven,

Thank you for your letter and photos. We are interested in items DXA3017 and DXA3012, but we need you to send samples. Our FedEx account is: 19642384-2.

Awaiting your prompt reply.

My best regards,
Claudia Venegas

Mail 3

发件人: steven@deluxe.com.cn

收件人: claudia@hotmail.com

发送时间: 2013 年 7 月 11 日 15:18

主题: cork memo board

Dear Miss Claudia Venegas,

Thank you for your prompt reply.

We have sent the samples to you today. I guess you will receive them in three days.

But we have to mention that the design and wording on them are for one of our previous customers. Please inform us of your own designs on the boards when you send us an order.

Sincerely yours,

Steven Wang

Mail 4

From: claudia@hotmail.com

To: steven@deluxe.com.cn

Sent: Monday, July 14, 2013 14:49

Hello Steven.

Once again thanks for your message. Just yesterday we received your samples. Thanks and we will work on the order and get back to you.

My best regards,

Claudia Venegas

Mail 5

发件人: steven@deluxe.com.cn

收件人: claudia@hotmail.com

发送时间: 2013 年 7 月 26 日 10:37

主题: cork memo board

Dear Miss Claudia Venegas,

Good morning!

In your previous e-mail you agreed to work on the order and get back to me, but so far we haven't received your order.

Do you still need these cork memo boards? If so, we can guarantee the best quality and the most competitive prices, because we have our own factory with advanced equipment. We also have a long and stable relationship with cork suppliers, and we can get the best prices from them. So we know how to cut cost without affecting the quality and delivery date.

I'm sure our first deal will be successful!

Sincerely yours,

Seven Wang

Mail 6

From: claudia@hotmail.com

To: steven@deluxe.com.cn

Sent: Sunday, July 27, 2013 14:09

Hello Steven.

Our designs are ready. We have sent them to you today by courier.

Will you please quote us your best prices for items DXA3017 and DXA3012? We need 1 × 20' container to begin with.

Please also state your terms of payment.

Please reply asap.

Claudia Venegas

Mail 7

发件人: steven@deluxe.com.cn

收件人: claudia@hotmail.com

发送时间: 2013年7月27日 17:03

主题: cork memo board

Dear Miss Claudia Venegas,

Thank you for your prompt reply. The following is our quotation for the quantity of 1 × 20' container:

DXA3017: USD4.40/piece FOB Ningbo

DXA3012: USD4.35/piece FOB Ningbo

Each one with 5 push pins in yellow, red, green, blue and white respectively, in shrink pack, 20 pieces packed in a double-layer corrugated carton (dimensions: 41.5cm × 61.5cm × 33cm)

Payment by sight L/C or T/T. In case of T/T, we need 30% deposit before production, 70% after faxing copy of B/L.

I believe the above is acceptable.

Awaiting your favorable reply.

Yours,

Steven Wang

Mail 8

From: claudia@hotmail.com

To: steven@deluxe.com.cn

Sent: Monday, July 28, 2013 9:49

Dear Steven,

I confirm your offer of yesterday. The quantities for our order are:

DXA3017: 3,000 pieces

DXA3012: 3,000 pieces

We prefer to pay by T/T and we agree to your T/T terms.

When is your best delivery date?

Please also tell me how many pcs you usually pack per carton and per inner box.

Best regards,

Claudia Venegas

Mail 9

发件人: steven@deluxe.com.cn

收件人: claudia@hotmail.com

发送时间: 2013年7月29日 11:53

主题: cork memo board

Dear Claudia,

The prices we offered is for cork memo boards packed in cartons of 20 pcs each, without inner boxes. However, if you insist on inner boxes, they are subject to a cost of 9 cents each.

The following is our T/T remittance routine:

BANK: Bank of China, Hangzhou Branch

No.37 Zhoushan Road, Hangzhou, China

IN FAVOR OF: Hangzhou Deluxe International Ltd

Address: 14D, 68 Nanjing Road, Hangzhou, China

A/C No: 654123687423145

Our delivery date will be 20 days after we receive your 30% deposit.

Please reply soon, stating the port of destination.

Best regards,
Steven Wang

Mail 10

From: claudia@hotmail.com
To: steven@deluxe.com.cn
Sent: Wednesday, July 30, 2013 10:41
Hi Steven.
I accept the 9 cents extra cost for inner boxes.
Our port of destination is Nice.
Please prepare a sales contract for us to sign.
Best regards,
Claudia

Sales Contract

No.2003DX0100

Sellers: _____
Tel: 86 571 85736501 Fax: 86 571 85730275
E-mail: steven@deluxe.com.cn
To: (Buyers) _____
Tel: 0033 28395739
Fax: 0033 28404839
Date: August 4, 2003
Place: by fax

This Sales Contract is made out as per the following terms and conditions mutually confirmed by both parties:

Name of Commodity:					
Specifications	Pcs per Ctn	Ctns	Quantity (Pcs)	Unit Price	Amount
Total					
Quantity allowance: $\pm 5\%$					
Total Value: Say					

1. Time of shipment:
2. Shipping mark:
3. Port of loading:
4. Port of destination:
5. Packing:
6. Payment:
7. Insurance:

Force Majeure: the Seller shall not be held liable for failure or delay in delivery of the entire lot or a portion of the Commodity under this contract in consequence of any force majeure incidents. Arbitration: Any or all disputes arising from or in connection with the performance of the Contract shall be settled through negotiation by both parties, failing which they shall be submitted for arbitration. The arbitration shall take place in China and shall be conducted by the CIETAC in accordance with the rules of procedures of the said commission. The arbitration award shall be final and binding upon both Buyer and Seller. Unless otherwise awarded by the

said arbitration commission, the arbitration fees shall be borne by the losing party.

Other conditions:



Chapter 3

Establishment of Business Relations



本章相关专业知识简介

没有客户，就没有交易。在对外贸易中，要维持或扩大业务就必须巩固和发展已有的业务关系，不断物色新的贸易伙伴，建立新的业务关系。建立贸易关系的途径有很多，一般情况下，可以通过以下渠道获取贸易伙伴的信息：

1. 通过报纸、广播、电视和互联网的广告 (advertisements in newspapers, from broadcast, TV, and internet)。
2. 通过业务客户的介绍 (introduction from one's business connections)。
3. 通过子公司或分公司、国外代理商的介绍 (introduction from subsidiaries or branches, agents)。
4. 借助市场调查 (market investigations)。
5. 利用参加商品交易会和展览会的机会 (attendance at the export commodities fairs & exhibitions)。
6. 派遣贸易代表团赴国外参观 (to visit abroad through trade delegations and groups)。
7. 通过自我介绍或国外贸易商的询盘 (self-introductions or enquiries received from the merchants abroad)。
8. 通过银行介绍 (banks)。
9. 通过商务参赞介绍 (commercial counselors)。
10. 通过国内外的商会 (chamber of commerce both at home and abroad)。
11. 通过建立公司自己的网站宣传 (internet)。
12. 通过行业名录 (trade directory)。

从上述渠道获得所需贸易伙伴的名字和地址后，就可以开始向有关方面发送信件。一般来说，这类信件首先要告知收信人他的名字是如何被得悉的，然后告知对方一些关于发信人所经营的业务范围的信息。发信人应简明扼要地写出他想推销何种商品或希望购买何种商品。

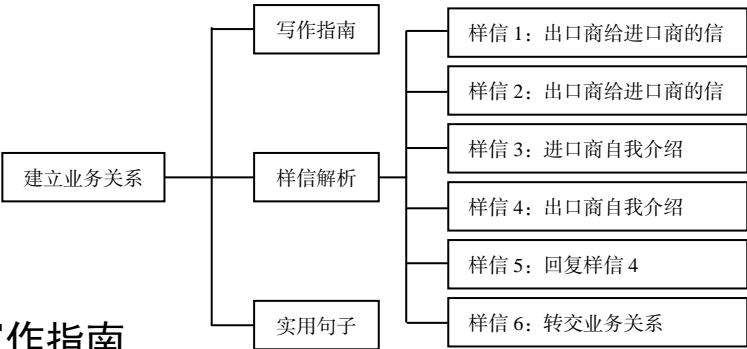
良好的开端是成功的一半。建立贸易关系的书信要写得诚恳、礼貌、得体，并简洁清

楚地表达写信人的意图，给对方留下深刻美好的印象，为以后的合作打下基础。

本章学习目标

- 了解获取贸易伙伴信息来源的渠道；
- 掌握建立业务关系信函的写作；
- 掌握如何回复建立业务关系的信函。

学习导航



3.1 写作指南

3.1.1 建立业务关系书信的写作要点

- (1) 说明信息来源（告诉对方我方是如何获悉对方公司的情况的）。
- (2) 简单介绍我方公司（如公司的性质、基本业务情况和经营范围等基本情况以及对公司某些相对优势的介绍，如经验丰富、供货渠道稳定、有广泛的销售网等）和公司产品。在这部分，可能会出现两种不同的产品介绍：在较明确对方需求时，我方会选取某类特定产品，进行具体的推荐性介绍；否则，我方通常只就公司经营产品的整体情况，如质量标准、价格水平、目前销路等做较为笼统的介绍。当然，附上商品目录、报价单或另寄样品供对方参考也是我方经常采取的做法。
- (3) 表达写信的目的（希望推销或购买产品）。
- (4) 表达与对方合作及早日收到回复的愿望。

3.1.2 回复建立业务关系书信的写作要点

- (1) 感谢对方对我方公司的兴趣。
- (2) 表示愿意与对方建立业务关系。
- (3) 下一步将要进行的工作。

3.2 样信解析

3.2.1 样信 1: 出口商给进口商的信

Jinfuda Garment Accessories & Decorations Co., Ltd.
No. 7 Industrial Zone, Wenxi Town, Qingtian County, Lishui
Zhejiang Province, China
Zip: 323900 Tel: 86-578-6066308 Fax: 86-578-6063777

Ref: GEC 26731

June 21, 2010

NAM CHEONG TRADING CO

412 Bastina Road

Singapore 73122

Singapore

Dear Sirs,

Your company has been kindly introduced to us by Messrs J. Smith & Co., Montreal, as prospective buyers of fancy buttons. As this item falls within the scope of our business activities, we write to you, hoping to enter into direct business relations with you.

Established in 1997, our company has more than ten years of experience in making various buttons which have enjoyed great popularity in the world market.

To give you a general idea of the various kinds of fancy buttons now available for export, we enclose a pamphlet and a price list. Quotations and samples will be airmailed to you upon receipt of your specific inquiry.

We look forward to your favorable reply.

Yours faithfully,

Encl. As stated

Wordlists:

1. prospective [prə'spektiv] adj. 潜在的, 可能的, 预期的
2. fancy ['fænsi] adj. 颜色鲜艳的, 花哨的
3. scope [skəup] n. 范围, 领域
4. establish [i'stæbliʃ] v. 建立, 成立
5. popularity [pɒpjʊ'lærɪti] n. 普及, 流行; 大众化
6. available [ə'veɪləbl] adj. 可利用的, 可得到的, 可供应的
7. enclose [in'kləʊz] v. 把……封入, 随函附寄
8. pamphlet ['pæmfli:t] n. 小册子 (英语), 相当于 brochure (法语)
9. quotation [kwəu'teɪʃən] n. 报价, 报价单

10. sample ['sæmpl] n. 样品, 样本
11. airmail ['eəmeil] v. 航空邮寄 n. 航空邮件
12. specific [spi'sifik] adj. 具体的
13. inquiry [in'kwaiəri] n. 询价, 询盘 (美国人常用, 英国人有时使用 enquiry)
14. favorable ['feivərəbl] adj. 有利的, 赞成的, 优惠的

Notes:

1. Messrs. J. Smith & Co., Montreal 蒙特利尔史密斯公司。
Messrs. 先生 (法语), 用于以老板的姓为名称的公司、商行前面。



小提示: 名称中的“公司”常用缩写

例如, Sanyo Electric Co. Ltd. 三洋电气公司, Motorola Inc. 摩托罗拉公司, China National Machinery Imp/Exp Corp. 中国机械进出口公司。其中: Co. Ltd. 是 company limited 的缩写, 常见于英国和加拿大企业, 指“责任有限公司”; Inc. 是 incorporated 的缩写, 指“联合企业”; Corp. 是 corporation 的缩写, 指“股份公司”、“法人集团”, 是上市公司, 如 BBC, C 就是 corporation。

2. Your company has been kindly introduced to us by Messrs J. Smith & Co., Montreal. 贵公司是由蒙特利尔史密斯公司介绍给我们的。这是向某公司初次写信时常用的说法, 目的是避免唐突和冒昧, 同时也便于取得对方的信任。类似的说法还有 Your firm has been recommended /given to us by...



小提示: company、corporation、firm、enterprise、branch 的比较

corporation 指的是大公司, 仅用于名称当中。company 可指任何规模的公司, 不仅用于名称中, 还可泛指。firm 是任何一个企业, 可以是独资、合资或股份有限公司。enterprise 指企业。branch 指分部、分行、分支机构。

3. item 商品, 常指价格单、目录、表格中所列的商品。例如, We are interested in the following items in your catalogue. 我们对你们目录里的如下产品感兴趣。



小提示: 在外贸函电中, 我们常常可以看到许多表示商品或货物的词汇, 注意这些词汇的区别:

- (1) commodity 译为商品, 可数名词, 较正式用语, 通常指较大范围的商品, 尤其指一个国家的主要商品。
- (2) merchandise 泛指商品, 无复数形式。
- (3) article 指一种商品, 而不是指一类商品, 同一种商品有不同规格、商品编号, 常用此词, 如 Art. No 101。
- (4) item 表示列表中的商品。
- (5) produce 指农产品或天然产品, 无复数, 不可与不定冠词连用。
- (6) product 主要指工业产品。
- (7) make 原指生产式样或制造方法, 引申为产品、货物 (多指工业产品)。
- (8) goods 译为货物, 只能用复数形式。
- (9) cargo 指用船或飞机运载的货物。
- (10) shipment 指装船的货物或用船运输的货物。

(11) consignment 指托运的货物。

(12) material 一般指原材料。

(13) lot 指一批货。

4. fall within the scope of our business activities 属于我们的经营范围。例如, The items you need happen to fall within the scope of our business activities. 你们想要的货物正好属于我们的业务范围。

5. enter into direct business relations with... 与……建立直接的业务(贸易)关系。例如, We'd like to enter into business relations with your company. 我们愿与贵公司建立业务关系。



小提示: relations 必用复数; business 可用 trade 替代。相同意思的表达还有: to set up/build up/ establish business relations; to make business contact with。类似的表达还有: to promote business relations (促进业务联系); to strengthen (enhance) business relations (加强业务联系)。

6. enjoy great popularity 很受欢迎。例如, Our products enjoy high popularity. 我们的产品很受欢迎。

7. give you a general idea of 向你大体介绍。a general idea 概况, 粗粗的轮廓。相反, 若说详细情况则可用 full details 或者 detailed information。

8. various kinds of 各种各样的, 各种不同种类的。同样意思的表达方式还有: many different kinds of; a variety of。

9. commodities available for export 可供出口的商品。形容词 available 的用法如下:

(1) if available=if you have them available, available 用作宾语补足语。

(2) available (可得到的, 可供应的), 修饰名词时可置于前也可置于后, 商业书信中常置于后, 如 quantity available 可供数量。

(3) available 后置时, 可以构成短语作定语, 例如, There are no such men's shirts available for export. 没有这样的男式衬衫可供出口。

10. enclose 随函附上。例如, We enclose a copy of our pricelist. 随函寄去我方价目表一份。

此句可以采用下列表达: Enclosed is a copy of our pricelist. 或 Enclosed please find a copy of our pricelist. enclosure 是名词, 附件(信内有附件时, 常用 Encl. 或 Enc., 标注在信末左下角, 如例文)。

11. upon/on receipt of 一收到。例如, Upon receipt of the samples we will arrange production immediately. 一收到样品我们将立即安排生产。

12. favorable reply 合意的回答, 类似 good news, 相当于中文的“佳音”、“好消息”。

13. look forward to... 盼望……, 期待…… to 是介词, 后接名词或名词性短语。例如, We are looking forward to your early reply. 我们期待你们早日答复。

We look forward to hearing from you soon. 盼早听到你的回复。

同样的表达还有: to hope to hear from you。

3.2.2 样信 2: 出口商给进口商的信

Dear Sirs,

We have obtained your name and address from Chamber of Commerce in Vancouver, Canada who has informed us that you are in the market for silk fabrics.

We avail ourselves of this opportunity to approach you for the establishment of trade relations with you.

We specialize in the exportation of Chinese silk cloth, which has enjoyed high reputation in the world market.

In order to acquaint you with our business lines, we enclose a copy of our Export List covering the main items available at present for your reference, and if any item is of interest to you, please contact us. We shall be glad to give you our lowest quotations upon receipt of your detailed requirements.

We look forward to receiving your reply soon.

Yours faithfully,

Encl. Export List

Wordlists:

1. obtain [əb'tein] v. 得到, 获得
2. chamber ['tʃeimbə] n. 会场
3. commerce ['kɒmə:s] n. 商业, 贸易
4. fabrics ['fæbrik] n. 织物, 织品, 布料
5. approach [ə'prəʊtʃ] v. 和……接洽 (尤指初次联系); 即将到来
6. exportation [eks'pɔ:t'eɪʃən] n. 出口
7. reputation [repju'teɪʃən] n. 名誉, 名声
8. acquaint [ə'kweɪnt] v. 使熟悉, 使了解
9. reference ['refərəns] n. 参考, 提及
10. detailed [di'teɪld] adj. 详细的

Notes:

1. Chamber of Commerce 商会。
2. to obtain/come to know/hear/learn sth. from... 从……得知……

例如, We have obtained your E-mail address from China Council for the Promotion of International Trade in Beijing. 我们从北京的国际贸易促进委员会得知贵公司邮件地址。



小提示: obtain 获得, 是较正式用语, 常指“通过努力工作、奋力或请求而得到所需的东西”; get 指“以某种方法或手段得到某种东西”, 较口语化; acquire 强调“经过漫长的努力过程而逐渐获得”; gain 往往指“通过努力或有意识行动而获得某种有益或有利的东西”。

3. inform 通知, 告诉, 在外贸函电中常用结构如下:

(1) inform sb. of sth. 告知某人某事。例如, We shall inform you of the name of the

company. 我们将告知贵方该公司的名称。

(2) inform sb. + that 告知某人某事。例如, We inform you that we have already sent the samples. 通知贵方, 我方已经将样品寄出。

(3) keep sb. informed of sth. 随时告知某人某事。例如, Please keep us informed of the supply position in your market. 请随时告知你处市场的供应情况。

4. be in the market for sth. 想要购买某物, 觅寻某物。例如, One of our customers is in the market for Chinese Black Tea. 我方一位客户想要购买中国红茶。

5. avail oneself of this opportunity to do ... 利用这次机会做……例如, You should avail yourself of this opportunity to promote your products. 你们应该利用这次机会促销贵方的产品。类似的表达还有: take this opportunity to do sth.

6. approach sb. =contract sb. 接洽某人, 联系某人。例如, Several buyers have approached us for the supply of walnut meat. 几个买家为核桃仁的供货联系我方。

7. enjoy high reputation 享有盛誉。例如, Our products enjoy high reputation in the world market. 我们的产品在世界市场上享有盛誉。

8. specialize in 专门经营, 专门生产。例如, They specialize in garments. 他们专门经营服装。



小提示: 外贸函电中, “经营”的几种表达如下:

We handle the import of textiles. 我公司经营纺织品的进口业务。

We deal in Chinese textiles. 我们经营中国纺织品。

We are engaged in the export of chemicals. 我们经营化工产品的出口。

This shop trades in paper and stationery. 这个商店经营文具纸张。

We have been in this line for many years. 我们经营这一行多年了。

Cotton Piece Goods are our line. 棉布是我公司经营的产品。

9. acquaint sb. with sth. 使某人了解某事。例如, You will have to acquaint us with the details. 你得让我们了解细节。



小提示: 函电中相似结构的表达还有: inform sb of sth.; assure sb of sth.; convince sb of sth.

10. business lines 经营范围, 业务范围。

11. a copy of 一份。

12. covering 包括……, 涉及……, 有关的。例句: Please send us your pricelist covering your typewriters. 请寄有关打字机的价目单。

13. for your reference 供贵方参考。例如, The document will be sent to you for your reference. 文件将交给你们供参考。

相同意思的表达还有: for your information; for your examination。

14. sth. be of interest to sb. 某物对某人具有兴趣的, 即某人对某物感兴趣。例如, This article is of special interest to us. 我们对这件商品特别感兴趣。



小提示: 这里的 interest 是名词, interest 还可以作动词, 使……感兴趣。例如, Your products interest us. 我方对贵方产品感兴趣。还有一个常用的表达: sb. be interested in

sth. 某人对某物感兴趣。

下面的四句话表达一个意思：我方对你们的产品感兴趣。但是采用了不同的表达形式。具体举例如下：

We have (take, feel) interest in your products. (interest 作名词，人作主语)

Your products are of interest to us. (interest 作名词，物作主语)

We are interested in your products. (interest 作形容词，人作主语)

Your products interest us. (interest 作动词，物作主语)

15. give you our lowest quotations 报出我方最低价 (具体见第5章 quotation 的解释)。

16. upon receipt of... = on receipt of... 一经收到……(就马上)。例如, Upon receipt of your L/C we will ship the goods without delay. 一收到信用证我们马上装船。

17. requirement 名词，需要；需要之物。



小提示：requirement 译为需要时，作抽象名词，常用单数，后接介词 of。例如, We have noted your requirement of samples and catalogues. 我们已经注意到你们需要样品和商品目录。requirement 译为需要的货物或需要量时，作具体名词，常用复数，后接介词 for 或 of。例如, We can meet your requirements for / of walnut meat. 我们可以满足贵方对核桃仁的需要。



知识链接

The Introduction to CCPIT

Established in May 1952, China Council for the Promotion of International Trade (CCPIT) comprises VIPS, enterprises and organizations representing the economic and trade sectors in China. It is the most important and the largest institution for the promotion of foreign trade in China. The aims of the CCPIT are to operate and promote foreign trade, to use foreign investment, to introduce advanced foreign technologies, to conduct activities of Sino-foreign economic and technological cooperation in various forms, to promote the development of economic and trade relations between China and other countries and regions around the world, and to promote the mutual understanding and friendship between China and peoples and economic and trade circles of all nations around the world, in line with law and government policies of the People's Republic of China. With the approval of the Chinese government, the CCPIT started to adopt a separate name—China Chamber of International Commerce (CCOIC)—in 1988, which is used simultaneously with the CCPIT. The CCPIT admits new members from among enterprises in all parts of China and promotes trade through its functions of information consultation, exhibition, legal assistance, etc.

参见：中国国际贸易促进委员会 (CCPIT) 网站 (<http://www.ccpit.org/about/>)

3.2.3 样信 3：进口商自我介绍

COLOMBO ELECTRICAL CORPORATION
19 Matilda Avenue

Singapore

Tel 5608 Telex 0437 COLICO Fax 8956

July 2, 2014

Ref. SJP/KLM

Changsha Electrical Appliance Imp. & Exp. Corporation

582, Wuyilu

Changsha

Hunan Province

People's Republic of China

Dear Sirs,

We have been informed by Mr. Li Ming, the Chinese Commercial Counselor in Singapore, that your corporation specializes in the export of various Electrical Appliances, and that you are desirous of extending your overseas trade. We are, therefore, contacting you with a view to introducing some of your products into our market.

We have been in the import and export business for over twenty years and have extensive contacts throughout the country. It appears that demand for electrical appliances is now increasing and we are sure that your corporation can do considerable business in our market.

At present, we are now particularly interested in electrical fans, and we shall appreciate it if you could send us your latest catalogues for the items and the price list as well.

We are awaiting your early reply, and looking forward to hearing good news from you.

Yours faithfully,

Wordlists:

1. export [eks'pɔ:t] n. (单数) 出口, (复数) 出口商品
2. export [ik'spɔ:t] v. 出口
3. import ['impɔ:t] n. (单数) 进口, (复数) 进口商品
4. import [im'pɔ:t] v. 进口
5. commercial [kə'mə:ʃəl] adj. 商业的, 商务的
6. counselor ['kaunsələ] n. 使馆的参赞, 顾问
7. corporation [kɔ:pə'reɪʃən] n. 股份(有限)公司
8. specialize ['speʃəlaɪz] v. 专攻; 专门从事
9. various ['vɛəriəs] adj. 不同的, 各种各样的
10. desirous [di'zaiərəs] adj. 渴望的
11. extend [iks'tend] vt. 延展, 扩大
12. extensive [iks'tensɪv] adj. 广泛的, 大规模的
13. contact ['kɒntækt] v. 与……联系; 与……接触 n. 联系; 交往
14. appear [ə'piə] v. 似乎, 看来好像
15. considerable [kən'sɪdərəbl] adj. 相当大的; 相当多的

16. particularly [pə'tɪkjʊləli] adv. 特别, 尤其
 17. appreciate [ə'pri:ʃieɪt] v. 感谢, 感激; 欣赏
 18. latest ['leɪtɪst] adj. 最新的
 19. catalogue ['kætələʊ:g] n. 目录; 目录册, 目录本
 20. item['aɪtəm] n. 商品

Notes:

1. electrical appliances 电器产品。
2. be desirous of doing sth.... 想要做……, 渴望做……例如, We are desirous of establishing trade relations with you. 我们渴望与贵方建立贸易关系。
 同样意思的表达还有: be desirous to do sth., desire to do sth.
3. contact sb. 与某人联系 (接洽), 和 approach sb.、get in touch with sb. 同义。例如, Please contact (approach) them again. 请再与他们联系。
4. with a view to doing 目的在于, 考虑到。例如, We are writing to you with a view to establishing trade relations with you. 我们给贵方去函, 目的就是与贵方建立贸易关系。
5. We shall appreciate it if ... 如……, 我们将不胜感激。
 在函电中, appreciate 的用法主要有:
 (1) We shall appreciate it if ...= We shall be grateful/obliged it if ...
 例如, We shall appreciate it if you will send us a brochure and two sample books by air immediately. 如能立即航空邮寄目录和两份样品, 我们将不胜感激。
 (2) appreciate sth.
 例如, We shall appreciate your early reply. 我方感谢贵方尽早回复。
 (3) appreciate doing sth.
 例如, We shall appreciate your giving this matter your serious consideration. 我们感谢贵方对此事的认真考虑。
 (4) It will be appreciated if (that) ...
 例如, It will be greatly appreciated if you will send us your samples immediately. 如能立即寄来贵方样品, 我们将不胜感激。
6. price list (或 pricelist) 价格单, 价目表。
7. await 是及物动词, 后直接加宾语; wait 是不及物动词, 后接介词 for, 再接宾语。
 例如, We are awaiting your reply. 我们等待贵方的答复。

3.2.4 样信 4: 出口商自我介绍

Dear Sirs,

We learn from your information posted on Alibaba.com that you are in the market for leather

shoes. We would like to take this opportunity to introduce our company and products, in the hope that we may cooperate with you in the future.

We are a joint venture specializing in the manufacture and export of leather shoes. We have enclosed our catalogue, which introduces our company in detail and the main products we supply at present. You may also visit our online company introduction at <http://www.alibaba.com>, which includes our latest product line.

Should any of these items be of interest to you, please let us know. We will be happy to give you a quotation upon receipt of your detailed requirements.

We look forward to receiving your enquiry soon.

Yours faithfully,

Wordlists:

1. cooperate [kəu'ɒpəreɪt] v. 合作
2. joint [dʒɔɪnt] adj. 联合的, 共同的
3. venture ['ventʃə] n. 投机活动; 企业
4. manufacture [mænju'fæktʃə] n./v. 制造, 加工

Notes:

1. in the hope that = in the hope of sth./doing sth. 怀着……希望。例如, We are sending you this special offers in the hope that you will introduce them to the prospective buyers at World Expo 2010. 我们寄去特殊报盘, 希望贵方能在 2010 年世博会上介绍给潜在的买家。

2. a joint venture 合资企业。

3. in detail 详细地。例如, Please state trade terms in detail. 请详细说明贸易条件。



小提示: detailed 是形容词, 译为具体的、详细的。details 是名词, 译为详细情况。

例如, We enclose our catalogue and price-list giving the details you ask for. 随函附上我方样本及价格单, 内有贵方欲知的详情。

4. line 货物 (商品) 的种类。例如, This is a good line of hardware. 这是金属器具中的一批好货。

常用的表达: be in ...line = be in the line of ... 经营……产品或业务

例如, We have been in the line of textiles for many years. 我们已经经营纺织品好多年了。

5. Should any of these items be of interest to you, please let us know. 如果其中的哪项你感兴趣, 请告知我方。



小提示: 当 if 条件句中有助动词 should 时, 则可以省略 if, 而将 should 置于句首, 从而构成倒装虚拟句, 意义不变。因此, 上述句子可转换为: If any of these items are of interest to you, please let us know. 这样的表达方式在后面的样信中还会出现。



知识链接

Alibaba.com Corporation

Alibaba.com is the global leader in e-commerce for small businesses and the flagship company of Alibaba Group. Founded in 1999 in Hangzhou, China, Alibaba.com makes it easy for millions of buyers and suppliers around the world to do business online mainly through three marketplaces: a global trade platform for importers and exporters; a Chinese platform for domestic trade in China; and a transaction-based wholesale platform on the global site geared for smaller buyers seeking fast shipment of small quantities of goods. Together, these marketplaces form a community of close to 69 million registered users in more than 240 countries and regions. As part of its strategy to transition into a holistic platform where small companies can build and manage their online business more easily, Alibaba.com also offers Chinese traders a wide array of business management software, Internet infrastructure services and export-related services directly or through companies it has acquired including Hi China and One-Touch, as well as educational services to incubate enterprise management and e-commerce professionals. Alibaba.com also owns Vendio and Auctiva leading providers of third-party e-commerce solutions for online merchants. Alibaba.com has offices in more than 70 cities across Greater China, India, Japan, Korea, Europe and the United States.

参见: <http://www.alibaba.com/about/en/AboutOurCompany/about.html>

3.2.5 样信 5: 回复样信 4

Dear Sirs,

We are glad to note from your letter of 1st September that you are desirous of entering into direct business relations with us. This happens to coincide with our desire.

We have been importers of leather shoes for many years. We are interested in extending our range and would appreciate your quotation. We are particularly interested in your women's leather shoes.

If your prices are favorable, we would expect to do a large volume of business with you.

We look forward to your early reply.

Yours faithfully,

Wordlists:

1. desire [di'zaɪə] v./n. 渴望, 愿望
2. range [reɪndʒ] n. 范围
3. volume ['vɒljum] n. (生产, 交易等的) 量, 额

Notes:

1. note that 注意到。例如, We note from your letter that you are in the market for chemicals. 从来信中, 我方注意到贵方欲购化学品。

2. happen to 碰巧, 这一结构和动词连用, 可以用来强调一件事是偶然发生的。例如, Your quotation happens to be exactly the same as what we have received from Japan. 贵方的报价碰巧与我方从日本收到的报价完全一致。

3. coincide with 意见一致。例如, Your enquiry coincided with our offer. 贵方询价与我方报价一致。

4. We have been importers of leather shoes for many years. 我们多年来一直在进口皮鞋。

We have been importers of... for many years. 翻译时采用了名词结构, 这是比较地道的英文表达, 相当于 For many years we have been importing...。

例如, 我歌唱得好。地道的英文翻译是 I am a good singer. 而不是 I sing well.

3.2.6 样信 6: 转交业务关系

Dear Sirs,

Re: Furniture

Your letter of 1st August addressed to our Shanghai Branch Office has been passed on to us for attention and reply, as the captioned goods fall within the scope of our business activities.

We regret to inform you, however, that this particular line has already been represented by ABC & Co., Ltd., 144 Broad Street, Alexandria, Egypt. As a result, we are not in a position to supply you with the goods but would advise you to approach them direct for your requirements.

If you are interested in any other items, please let us know and we shall be only too pleased to make you offers.

Yours faithfully,

Wordlists:

1. caption ['kæpʃənd] adj. 标题项下的, 标题所说的
2. represent [repri'zent] v. 作为……的代表, 代理
3. recommend [rekə'mend] v. 推荐, 介绍
4. direct [di'rekt] adj./adv. 直接的, 直接地

Notes:

1. address to... 给……写信。例如, This letter is addressed to my mother. 这封信是写给我母亲的。

2. pass on= transfer 传递, 转交。例如, We will pass on your decision to the buyers. 我们将把贵方的决议转交给买方。

3. for attention and reply 处理和回复。

4. the captioned goods 标题项下的货物。例如, We are pleased to advise you that the captioned goods were sold up yesterday. 我方很高兴地通知贵方标题项下的货物昨日已经卖完。

5. regret 抱歉, 惋惜, 引为遗憾, 在函电中主要用法:

(1) regret sth. 例如, We very much regret our mistake. 对于我们的错误我们深表遗憾。

(2) regret doing sth. 例如, We regret being unable to offer you this article at present. 我们十分遗憾目前不能向贵方提供该商品。

(3) regret to do sth. 例如, We regret to learn that you are not in a position to entertain any fresh orders. 我们十分遗憾地获悉贵方不能接受新订货。

(4) regret that ... 例如, We regret that we cannot supply this article. 很遗憾, 我们无法供应此货。

6. be in a position to do sth. 能够做某事, 是外贸书信中常用的表达。一般是从客观上表示能够, 而 be able to do sth. 往往从主观和能力上表示能够做某事。例如, We are not in a position to supply green tea. 我方不能提供绿茶。

7. supply 供应, 提供, 作动词的用法主要有:

(1) supply sb. with sth. 向某人提供某物。例如, We supply you with all kinds of leather shoes. 我们向贵方提供各种皮鞋。

(2) supply sth. to sb. 例如, We supply all kinds of leather shoes to you. 我们向贵方提供各种皮鞋。

(3) supply sth. 例如, We supply all kinds of leather shoes. 我们提供各种皮鞋。



小提示: supply 作名词用时, 在使用中要注意 (与前面 requirement 的用法相同):

作抽象名词, 翻译为“供应”, 常用单数。例如, Supply now exceeds demand on our market. 目前我方市场供过于求。作具体名词, 翻译为“供应的货物”, 用单、复数都可以。例如, New supplies of alarms clock will arrive next month. 闹钟的新货下周可到。

8. be only too pleased to ... 十分乐于……

9. make sb. an offer 向某人报盘 (具体用法见第6章 offer 的用法)。

3.3 实用句子

3.3.1 获取信息的渠道

(1) We have heard from China Council for the Promotion of International Trade that you are in the market for Electrical Appliances. 从中国国际贸易促进委员会获悉, 你们有意购买电器用品。

(2) Your name and address have been given to us by Messrs. J. Smith & Co., Inc. in New York, who has informed us that you are one of the leading importers of Light Industrial Products in your country. 据纽约史密斯公司介绍, 得知你公司名称和地址, 并得知你们是贵国轻工业产品的主要进口商之一。

(3) On the recommendation of Grand Resource Co. Ltd., we have learned with pleasure the name of your firm and shall be glad to enter into business relations with you. 承蒙巨源有限公司的介绍得知贵公司名称, 我们非常乐意与贵方建立贸易关系。

(4) Your firm has been recommended to us by the Chamber of Commerce in Vancouver, Canada. 加拿大温哥华商会已向我公司推荐贵公司。

(5) Our market survey informs us that you are interested in the import of Chinese textile machinery. 我方市场调查得知, 贵公司对进口中国产纺织机械设备感兴趣。

(6) We have come to know the name of your firm from the advertisement in “Foreign

Trade” and have the pleasure of addressing this letter to you with the hope of establishing business relations with you. 我们从你刊登在《对外贸易》杂志上的广告得悉你公司名称，特此去函，望与你公司建立业务关系。

3.3.2 公司的自我介绍

(1) Specializing in the export of Chinese Cotton Piece Goods, we express our desire to trade with you in this line. 我们专门经营中国棉织品出口，愿与你们进行交易。

(2) We take this opportunity to introduce ourselves as a state-operated corporation specializing in Chinese Arts and Crafts. 我们利用此机会自我介绍，本公司是专营中国工艺品的国有公司。

(3) This is to introduce ourselves as manufacturers with many years' experience in producing electric shavers in this particular line. 兹介绍，本公司是电动剃须刀的生产商，在这行业里已有多年经验。

(4) Being closely connected with reliable wholesalers here, we shall be able to do considerable import business with you. 我公司与此地可靠的批发商有密切联系，能与你公司作可观的进口业务。

(5) We specialize in the export of Chinese arts and crafts. 我们专营出口中国工艺品。

(6) We have been in this line of business for more than twenty years. 我们经营这类商品已有二十多年的历史了。

(7) All items for which we have quoted are made of very best quality leather and can be supplied in a range of designs and colors enough to meet your clients' requirement. 我方报价的所有产品都是由质量最好的皮革制作的，并且可供的花色及样式繁多足以满足贵方客户的需要。

3.3.3 表达建立业务关系的愿望

(1) In order to extend our export business to your country, we wish to enter into direct business relations with you. 为了扩展我公司在贵国的出口贸易，我们希望与贵公司建立业务关系。

(2) We are willing to establish business relations with you on the basis of equality and mutual benefit. 我方愿在平等互利的基础上与贵公司建立贸易关系。

(3) We shall be glad to enter into business relations with you. 我们很乐意同贵公司建立业务关系。

(4) We now avail ourselves of this opportunity to write to you and see if we can establish business relations with you. 现借此机会与你们通信，想了解你我之间是否能建立业务关系。

(5) We express our desire to establish business relations with your firm. 我们愿和贵公司建立业务关系。

(6) We are now writing you for the purpose of establishing business relations with you. 我们特此致函是想与贵方建立业务关系。

(7) Your letter expressing the hope of establishing business connections with us has met with approval. 来函收悉，得知贵方愿与我方建立业务关系，我们表示同意。

(8) Your desire to establish business relations coincides with ours. 贵方想同我方建立业务关系的愿望与我方是一致的。

3.3.4 表达合作愿望

(1) In order to give you some idea of various qualities of Handicrafts we handle, we are pleased to airmail a catalogue and a few sample books for your reference. 为使你公司对我们所经营的各种手工艺品质量有所了解, 现航寄去目录一份及样本数册供参阅。

(2) In order to give you a general idea of the cotton piece goods available for export, we send you a pricelist. 为让贵方了解现在可供出口的各种棉布的大致情况, 我们给贵方寄去价格表。

(3) We should highly appreciate it if you would respond to our request at your earliest convenience. 如果贵方能尽早回复, 我们将不胜感激。

(4) We are looking forward, with interest, to hearing from you soon. 热盼收到贵方来函。

(5) Quotations and samples will be sent to you upon receipt of your specific enquiries. 收到贵方具体询盘, 我方将立即寄样品和报价。

(6) We would appreciate receiving details regarding the goods. 如能提供有关商品的细节, 我们将不胜感激。

(7) If you're interested in any type of these items, please don't hesitate to tell us. 如贵方对这些产品中任何一种感兴趣的话, 请立即告诉我们。

(8) To give you a general idea of our products, we enclose our Price List No.TP201/1356 for your reference. 为使贵方提供我方产品的情况, 现随函附上报价单 TP201/1356 号供参考。

本章小结

在国际贸易中, 要保持或扩大业务就必须巩固和发展已有的业务关系, 并且不断物色新的贸易伙伴以建立新的业务关系。新的业务关系可以通过银行、报纸广告、互联网、驻外商务机构、国外商会、商品交易会等多种渠道建立。从上述渠道获得所期望的公司的名称和地址后, 业务人员应向对方写信发函。

在撰写建交函时, 注意下列几点:

1. 大部分旨在建立商业关系的信函都不是写给特定的某个人的, 所以一般都称呼 Dears Sirs 或 Gentlemen, 结尾敬语用 Yours faithfully 和 Dears Sirs 呼应。

2. 简洁是商务信函的重要特点。除了必要信息之外, 每封信中都没有不相关的累赘信息。

3. 由于旨在建立商业关系的信函的收信人是从未有过合作关系的潜在客户, 因此信函语言较为礼貌正式。如在样信 2 中, 写信人用了 We avail ourselves of this opportunity to..., 而非 We make use of this opportunity to...。

收到任何这类信函之后, 必须礼貌地及时给予完整的答复, 以便树立信誉和给读者留下良好的印象。

复习思考题

1. Translate the following terms and expression.

- (1) price list
- (2) representative
- (3) catalogue
- (4) commercial counselor's office
- (5) import and export corporation
- (6) chamber of commerce
- (7) business scope/frame
- (8) establish business relationship
- (9) pamphlet
- (10) Chinese Import & Export Commodities Fair

2. Choose the best answer to complete each of the following sentences.

- (1) We take the pleasure of introducing ourselves _____ an experienced importer _____ line of daily products.
 A. of, on B. as, in C. for, by D. be, at
- (2) Your name and address _____ to us by the Commonwealth Bank.
 A. have been given B. have given C. give D. given
- (3) We will forward all the necessary information of the item mentioned above _____ receipt of your reply.
 A. with B. upon C. in D. of
- (4) We look forward _____ your favorable news.
 A. on B. to C. at D. of
- (5) We are writing you _____ you can give us the lowest quotation.
 A. hope B. hoping to C. in the hope that D. in the hope of
- (6) Because the article falls _____ the scope of our business activities, we are writing you in hope of _____ trade relations with you.
 A. within, establishment B. within, establishing
 C. below, set up D. below, setting up
- (7) _____ you _____ send us samples of your new products?
 A. Do, hope to B. Do, wish to C. Would, please D. Will, like to
- (8) Thank you for your price list showing various kinds of products now _____ for export.
 A. available B. be available C. to be available D. being available
- (9) We would _____ very much if you send us a few sample books.
 A. appreciated B. appreciate it C. appreciate you D. appreciate
- (10) This corporation _____ foodstuffs.
 A. deals with B. deals in C. deals D. deals on

3. Translate the following sentences into English.

- (1) 我公司欲购买贵公司的玩具。
- (2) 我们的一个客户对中国的红茶有兴趣。
- (3) 从我国驻贵国大使馆商务参赞处获悉贵方公司名称和地址, 并了解你们是贵国经营轻工业品的大进口商。
- (4) 我公司是伦敦市最大的电器用品进口商, 专门经营电器用品进口业务。
- (5) 为使你公司了解我公司经营的轻工业产品, 将航寄最近的商品价格单, 以供参考。
- (6) 我们想介绍一下我们的业务范围。
- (7) 我们得悉贵公司名称, 特此致函希望与贵方建立贸易关系。
- (8) 盼望早日收到贵方回信。
- (9) 我公司有各种各样的玩具可供出口。
- (10) 一收到贵方具体询价, 我方将寄上报价单和样品。

4. Translate the following sentences into Chinese.

- (1) We are particularly interested in your products, and would like to have more detailed information about your commodities.
- (2) We have extensive sales network for the goods, and shall always be ready to cooperate with you in marketing of your products in our market.
- (3) We have excellent connections in the trade and are fully experienced with the import business for this type of product.
- (4) We are one of the leading exporters of Chinese silk goods and are enjoying an excellent reputation.
- (5) We are glad to inform you that the articles you require fall within the scope of our business activities.
- (6) In order to give you a general idea of our products, we enclose a pamphlet.
- (7) Our company is thinking of expanding its business relations with China..
- (8) We hope you will do your best to promote friendship as well as business.
- (9) As you know, it is our foreign trade policy to do business with people of all countries on the basis of equality and mutual benefit.
- (10) We are in the market for Chinese leather shoes and should be grateful if you would send us your best quotation.

5. Translate the following letter into Chinese.

<p style="text-align: center;">Unique Crafts Center Ltd.</p> <p style="text-align: center;">24 Xuzhou Road, Qingdao City, Shandong Province. China 266071</p> <p style="text-align: center;">Tel: 86-532-5846750 Fax: 86-532-5846750</p> <p>July 23, 2014</p> <p>Silver Four Limited</p> <p>3/F., Building A, 1st Industrial Zone of</p> <p>Baoyuanquan, Donghuan Rd., Shajing Town</p>

Bao'an District, India

Dear Sirs,

We are manufacturer and exporter of different kinds of silver jewelry. With high quality and most competitive price, we have enjoyed many friendly customers in worldwide and owned widely trading field. Should you have any style requirement, please directly contact us and our designers should be gladly to help you develop it.

We would kindly present you our new products, which are very unique in design and attractive as well. Totally, they are made by very skillful hands.

If you have mind to do business with us and require sample review, we should send the sample parcel.

Welcome you inquiry us and hope to establish business with you and open the market each other.

Yours faithfully,

6. Write a letter.

2016年2月5日的《亚洲杂志》(*Asian Source*)上刊登,荷兰 Wennex 公司欲求购中国产的遥控车 (Telecontrol Racing Car)。2016年2月7日,义乌永乐玩具有限公司业务员获悉此商务信息后,得知荷兰客户系鹿特丹一玩具批发商,具体联系方法为:

Wennex Toy Co.Ltd.

Ind. De Wymerts 7IV

Rotterdam, Holland

Fax: 0031-515-334700

E-mail address: msw@ wennex toy.com

浙江义乌永乐玩具有限公司遂向荷兰客户发出一封建立业务关系的信函,主要内容包括公司介绍、可提供的产品等,说明另航寄样本,并表达期待尽快与对方达成具体交易的热切愿望等。



知识拓展

1. Briefing Profiles of Canton Fair

China Import and Export Fair is also renowned as the Canton Fair. It is held biannually in Guangzhou every spring and autumn, with a history of 53 years since 1957. The Fair is a comprehensive one with the longest history, the highest level, the largest scale, the most complete in exhibit variety, the broadest distribution of overseas buyers and the greatest business turnover in China. 48 Trading Delegations, being composed of more than twenty thousand of China's best foreign trade corporations (enterprises) with good credibility and sound financial capabilities, take part in the Fair, including foreign trade companies, factories, scientific research institutions, foreign invested enterprises, wholly foreign-owned enterprises, private enterprises, etc. Beside traditional way of negotiating against samples, the Fair holds Canton Fair Online. The Fair leans to export trade, though import business is also done here. Various types of business activities such as economic and technical cooperation and exchanges, commodity inspection, insurance, transportation, advertising, consultation, etc, are

also carried out in flexible ways. Business people from all over the world are gathering in Guangzhou, exchanging business information and developing friendship.

2. The introduction to the World Expo

The World Expo is a large-scale, global, non-commercial Expo. The hosting of the World Expo must be applied for by a country and approved by the international World Expo committee. Expo aims to promote the exchange of ideas and development of the world economy, culture, science and technology, to allow exhibitors to publicize and display their achievements and improve international relationships. Accordingly, the World Expo with its 150-year history is regarded as the Olympic Games of the economy, science and technology.

参见：<http://www.expo2010.cn/expo/expoenglish/awe/we/index.html>



Chapter 4

Credit and Status Enquiries



本章相关专业知识简介

资信调查是指商家在交易的过程中，一方委托第三方专业服务机构对另一方的资历、信用等方面所做的调查报告，用以帮助决策人在选择贸易伙伴、签约、确定交易方式或者处理逾期账款、纠纷等决策过程中的参考，是企业信用风险管理服务中的一项最普遍、最基本的业务。资信调查被称为商场上的理性武器，国际市场上的商家早已运用自如。随着国内市场经济的深入发展，中国与国际市场的进一步融合，信用交易成为企业参与市场竞争的重要交易方式。现在越来越多的中国企业开始使用资信调查服务。

资信调查的渠道有多种，应用最广泛的是通过银行调查（Bank Reference），其他的调查渠道还包括：

- （1）商会或有关的行业工会（Chamber of Commerce）。
- （2）咨询机构（Enquiry Agencies）。
- （3）中国的驻外商务机构（Chinese Commerce Agencies in Foreign Countries）。
- （4）外国的驻华商务机构（Foreign Countries' Commerce Agencies in China）。
- （5）国内外咨询公司（Enquiry Companies at Home and Abroad）。

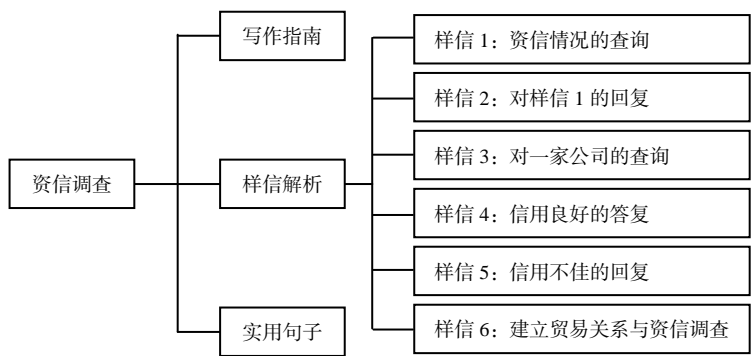
资信调查主要需要获得如下信息：

- （1）财务状况（Financial Position）。
- （2）信用（Credit）。
- （3）声誉（Reputation）。
- （4）业务做法（Business Methods）。
- （5）管理能力（Management Capacities）。

本章学习目标

- 了解资信调查渠道；
- 掌握资信调查信函的写作；
- 掌握回复资信调查信函的写作。

学习导航



4.1 写作指南

4.1.1 资信调查书信的写作要点

- (1) 提及被调查公司的名称和地址。
- (2) 交代背景情况（与对方的关系，声明调查原因，并表明要求得到该公司的资信资料）。
- (3) 保证绝对保密，不损害对方的信誉。
- (4) 表示感谢。

4.1.2 回复资信调查书信的写作要点

- (1) 提及被调查公司的名称和地址。
- (2) 提供所调查公司的详细信息，并附寄相关证明。
- (3) 可以对被调查公司做进一步评价。
- (4) 要求免责并保密。

4.2 样信解析

4.2.1 样信 1：资信情况的查询

Dear Sirs,

The Maryland, Inc.

The subject company has lately approached us, asking if they could represent us in the sale of our Electric and Electronic Products, and has referred us to your Bank for detailed information about its credit standing, business capacity and character. We shall appreciate it if you give us your frank opinion on these points regarding the company.

Any information you may give us will be treated strictly in confidence.

We assure you of our reciprocating your courtesy at any time.

Yours respectfully,

Wordlists:

1. lately ['leɪtli] adv. 最近, 不久前
2. capacity [kə'pæsɪti] n. 能力, 才能
3. character ['kærɪktə] n. 名声, 名誉
4. regarding [rɪ'gɑːdɪŋ] prep. 关于, 至于
5. confidence ['kɒnfɪdəns] n. 秘密, 机密
6. reciprocate [rɪ'sɪprəkeɪt] v. 回报, 报答
7. courtesy ['kɔːtisi] n. 恩惠, 慷慨

Notes:

1. 这是写给某银行的信, 即 Maryland, Inc.提供的资信证明人的信, 要求该银行提供该商号的资信情况。写给银行的信, 封内地址的收信人通常用 The Manager, 因此信的称呼用 Dear Sir。

2. refer sb. to sth. 请某人参阅(查询)。例如, As to our financial standing, we refer you to the Bank of China. 关于我方财务状况, 我们请贵方查询中国银行。

3. credit standing=credit reputation 信用情况, 财务状况, 资信情况(也可简化为 standing)。类似的表达还有: financial and business standing; financial and credit standing; financial standing。例如, We would like you to inquire into Nettleton's financial standing on our behalf. 请代为查询耐而顿公司的资信情况。

4. business capacity 业务能力。

5. We shall appreciate it if you will...如(蒙)你……, 将非常感谢。相同意思的表达还有: We should be grateful if you would...; It will be appreciated if you will...。

6. Any information you may give us will be treated strictly in confidence. 任何信息将被严格保密。

7. assure 作动词用, 使确定, 给……保险。

(1) assure sb. of sth. 向……保证。例如, We wish to assure you of the punctual shipment of your order. 我们向贵方保证按时装运贵方的订货。

(2) assure sb. that ... 使……确信。例如, We assure you that we shall revert to your enquiry as soon as fresh supplies come in. 请确信一旦新货到来我们会重谈贵方的询盘。

(3) be (rest) assured of sth. 相信, 放心。例如, Please be assured of our readiness to cooperate with you. 请相信我方愿随时与贵方合作。

(4) be (rest) assured that... 相信, 放心。例如, Please be assured that we will meet your satisfaction. 请放心我们会让贵方满意。

4.2.2 样信 2: 对样信 1 的回复

Gentlemen:

The Maryland Inc.

The captioned company you inquired about by your letter of January 25, 2005, has been maintaining an account with us for the past twenty years, during which they have never failed to meet their obligation. Their balance sheets of recent years enclosed will show you that their import business in Electric and Electronic Products has been managed and operated under a satisfactory condition.

We believe that they owe their reputable position among the local wholesalers in our district to their steady and sincere way of conducting business.

Please note that this information is furnished without any responsibility on our part and should be held strictly confidential.

Yours truly,

Wordlists:

1. obligation [ɒbli'geɪʃən] n. 义务, 职责
2. satisfactory [sætɪs'fæktəri] adj. 令人满意的
3. reputable ['repjʊtəbl] adj. 声誉好的, 受尊敬的
4. confidential [kənfi'denʃəl] adj. 机密的
5. steady ['stedi] adj. 稳固的, 平稳的
6. furnish ['fə:nɪʃ] v. 供给, 提供
7. responsibility [rɪ'spɒnsə'bɪlɪtɪ] n. 责任

Notes:

1. captioned 标题项下的, 标题所列的。例如, the captioned company=the subject company 标题公司。

2. inquire about 查询, 问明, 了解某事。例如, We would like to inquire about the recent market conditions in Europe. 我们想查询最近欧洲市场情况。



小提示: inquire for sth. 订购某种商品; inquire into sth. 调查某事。

3. maintain an account with us 与我行有账户往来。例如, The subject company has been maintaining an account with us for the past twenty years. 标题公司与我行过去有 20 多年的账户往来。

4. fail to do sth. 没能做某事。例如, You have failed to deliver the goods within the specified time. 你没能在规定时间内发货。

5. meet their obligation 履行义务。

6. balance sheet 资产负债表。

7. owe ... to ... 把……归因于……例如, He owed his success to his hard work. 他的成功

归因于勤奋工作。

8. on one's part= on the part of sb. 就某人而言, 在某人方面。例如, The fault is on the part of the shipping company. 这是运输公司的错误。

9. be held strictly confidential 与上文的 be treated strictly in confidence 是同样的意思。

4.2.3 样信 3: 对一家公司的查询

Private & Confidential
March 25, 2006
Dear Sirs,
As we are on the point of executing a considerable order from Messrs. J. A. Hussain & Co., P.O. Box 386, Karachi, we should be much obliged if you would inform us, in confidence, of their financial standing and modes of business.
The reference they have given us is the Standard Chartered Bank, Karachi Branch. Will you please be good enough to approach the said bank for all possible information we require.
It goes without saying that any information you may obtain for us will be treated as strictly confidential and without any responsibility on your part.
We thank you in advance.
Yours faithfully,
Joseph Blues
Sales Manager

Wordlists:

1. execute ['eksikju:t] v. 执行, 履行
2. obliged [ə'blaɪdʒd] adj. 感激的

Notes:

1. be on the point of doing sth. 正准备做某事。例如, As we are on the point of transacting some important business with them, we would like to know exactly how their credit stands. 因为本公司正要与该公司进行重要交易, 所以希望了解该公司准确的信用情况。

2. execute an order 履行订单, 类似的说法还有 carry out/fulfill/ fill an order。

3. mode of business 经营方式。

4. in confidence 保密。

5. It goes without saying that... 不言而喻的, 无须说, 不用说。it 是形式主语, that 是主语从句。例如, It goes without saying that the two parties should fulfill the contract strictly. 不言而喻, 买卖双方应该严格执行合同。

6. in advance 预先, 提前。

4.2.4 样信 4：信用良好的答复

March 30, 2006

Dear Sirs,

In reply to your letter of March 25, we wish to inform you that we have now received from the Standard Chartered Bank, Karachi Branch, the information you require.

Messrs. J.A Hussain & Co., P.O. Box 386, Karachi, was established in 1979 with a capital of Stg. 10,000. They majored in the import and export of machines and electrical equipments. Their suppliers' business with them is reported to have been satisfactory. We consider them good for small business engagement up to an amount of Stg. 3,000. For large transactions we suggest payment by sight L/C.

The above information is strictly confidential and is given without any responsibility on this bank.

Yours faithfully,

Mary Collins

Wordlists:

1. engagement [in'geɪdʒmənt] n. 业务
2. transaction [træn'zækʃən] n. 交易，业务，买卖

Notes:

1. in reply to... 兹复（此复）……，该短语一般用在句首。
例如，This is in reply to your letter of September 1. 现答复贵方 9 月 1 日来信。
2. Stg.= pound Sterling 英镑。
3. major in=specialize in 专做。
4. For large transitions we suggest payment by sight L/C. 对于大宗业务，我们建议使用即期信用证付款。
5. up to 达到，多达

4.2.5 样信 5：信用不佳的回复

(Strictly Private and Confidential)

March 30, 2006

Dear Sirs,

Re: Unfavorable Reply

We have made enquires concerning the corporation mentioned in your letter of March 25, and we have to inform you of considering carefully in trade with them.

Though the corporation is an old established, losses have been incurred for the latest 3 years

in succession in the enterprise, their liabilities have reached USD150,000,000 and they have always delayed their payment in the past 3 years, it appears to us that the corporation's losses were due to their bad management.

We would advise you to pay more cautious attention to any trade with them, however, it is our personal opinion, and we wish you to make further enquiries.

Yours faithfully,

Wordlists:

1. incur [in'kʌ:] v. 遭受
2. succession [sək'seʃən] n. 连续, 接续
3. liabilities [laɪə'biliti] n. 债务, 负债
4. delay [di'lei] v./n. 耽搁, 延误
5. cautious ['kɔːʃəs] adj. 十分小心的, 谨慎的

Notes:

1. respecting= concerning 关于。例如, information respecting the earthquake 有关地震的消息。
2. trade with... (= do business with...) 与……进行贸易往来。
3. in succession 连续地。

4.2.6 样信 6: 建立贸易关系与资信调查

Dear Sirs,

We have owed your address to the Commercial Counselor of your Embassy in New York and are now writing to you for the establishment of business relations in the scope of light industry merchandises at an early date.

We are especially interested in Toys and Hero Pens on your catalogue, but we would like to have some latest designs, which have not yet come to our market. We shall be obliged if you will kindly let us have a couple of samples of these, as our clients would like to see samples before placing their orders.

We are very popular dealers of light industrial products in our country with sound standing and we are sure that we can sell large quantities of your products if you give us the said items at competitive prices regularly.

As to our business credit, we are allowed to mention the City Bank, New York, as a reference. We look forward to hearing from you soon.

Yours faithfully,

4.3 实用句子

4.3.1 提供信用证明人

(1) As to our financial position, credit standing and trade reputation, you may refer to Bank of Hong Kong, or to our local Chamber of Commerce or inquiry agencies. 关于我们的财务状况、信用及声誉,你们可以向香港银行或我们的当地商会或咨询机构进行了解。

(2) Our bankers are the Hong Kong & Shanghai Banking Corporation in Hong Kong, and they can provide you with the information about our business and finances. 我们的业务银行是香港汇丰银行,他们可向贵方提供有关我方的业务及资金情况。

4.3.2 确定信用证明人

(1) Messrs. Smith & Co., of your city, desires to open an account with us, and has given us your name as a reference. 贵市的史密斯公司希望与本公司开展交易,指定贵处为信用出证人。

(2) Messrs. Yawata & Co., of Yokohama, is desirous of entering into business relations with us and has given us your esteemed address as a reference. 横滨市八幡公司愿意与本公司建立贸易关系,把贵方地址给我们并指定为证明人。

4.3.3 表示感谢并承诺保密

(1) We shall appreciate it if you could let us have your opinion on the reputation and financial standing of the firm. 如蒙告知贵方对该公司声誉和财务状况的意见,我方将不胜感激。

(2) We know nothing about that firm and shall be obliged if you could let us have your opinion on their reputation and their financial standing. 我方对该公司一无所知,如果贵方告知该公司的信誉及财务资信,我方将不胜感激。

(3) Any information you may give us will be treated as strictly confidential. 贵公司提供的资料,我方将严格保密。

(4) Please be convinced that all the materials you supply to us will be kept in absolute secret. 请相信您提供我们的一切材料我方将严格保密。

(5) We would like you to inquire into the financial and credit status of a firm in Milan on our behalf. 恳求贵方替我们调查有关米兰一家公司财务信用状况。

4.3.4 对公司肯定的信用评价

(1) The firm you enquired about in your letter of May 2, 2003 enjoys good reputation in the business world. 贵方在2003年5月2日来信中所询问的公司,在商界拥有良好的声誉。

(2) The firm you inquire about is one of the most reliable importers in our district and has for many years enjoyed good reputation among the traders. 您所询问的公司是本地最可靠的进口商之一,多年来在同行中享有盛誉。

(3) We inform you that our business relations with the firm have been most satisfactory. 我与该公司的业务来往都很令人满意。

4.3.5 对公司否定的信用评价

(1) They are in a difficult financial condition and unable to meet the obligation. 财务状况困难，无法承担债务。

(2) In the past three years, the company has experienced a serious difficulty in finance and delayed in executing their normal payment. 在过去的三年里，这家公司经历了严重的经济危机并推迟付款。

(3) The firm makes payments quite irregularly, and more than one occasion, we have had to press for them. 这家公司付款很不规律，我们曾经不止一次地催款。

本章小结

资信调查书信应明确表明要求并对提供的资信情况表示感谢，同时，要保证对此进行保密。此外，为了让提供情况者方便起见，通常附上写明回信地址和贴好邮票的信封。在回复这类查询书信时，回信应冠以“机密并亲启”(Private & Confidential)字样。不要提及被查询的公司名称，用“有关公司”、“该公司”、“被谈论的公司”等更安全的字样，尤其是当证明报告提供不利的信息时。除了如实提供情况和提出建议外，回信中一般还包括这类句子“对所提供情况不负任何责任”以避免可能的麻烦。在获得调查信息后，调查者要对被调查者进行冷静、客观的分析。

复习思考题

1. Put the following into Chinese.

- (1) quarterly settlement
- (2) bank's reference
- (3) trade reference
- (4) as a reference
- (5) standing credit

2. Choose the best answer to complete each of the following sentences.

- (1) For information_____our_____we refer you to the Bank of China, Shanghai Branch.
 A. regards, credit standing B. as to, standing credit
 C. involving, credit stand D. concerning, credit standing
- (2) Any information sent to us will be held in strict confidence and will entail no obligation _____ your part.
 A. on B. for C. after D. into
- (3) We understand that you will treat this information as_____.
 A. confidence B. confident C. confidential D. confidently
- (4) Any information you kindly give us _____in strict confidence and you are free from

any responsibility.

- A. will treat B. will be treated C. is treated D. treats

(5) This firm is a _____ private company of import and export, _____ in 1981.

- A. high, registered B. height of, to register
C. highly, registered D. highest, to register

3. Put the following sentences into English.

- (1) 对于贵公司所提供的情报, 无论内容如何, 一定会严守秘密。
(2) 该商行缺乏贸易经验, 我们建议在业务往来中谨慎对待。
(3) 我们从纽约贸易公司获得大宗订单, 若贵方能提供有关该行可靠性的任何情况, 我们将不胜感激。
(4) 由于是首次交易, 请提供贵方银行的名号和地址, 以便我们征询。
(5) 我们的开户银行是中国银行南京分行, 该行可向贵公司提供我们公司的资信情况。
(6) 该商行在付款方面给我们造成了很大的麻烦。
(7) 至于我们的信用和财务状况, 请向中国银行和广州商会了解。
(8) 我们的证明人是中国银行。

4. Put the following sentences into English.

- (1) We hardly need to say that any information you give us will be used in complete confidence.
(2) Johnson Co. has given us your name as a reference, and we should be very much obliged if you would advise us whether they are of good reputation.
(3) In the local business community he is regarded as a substantial trader with clean record.
(4) The foregoing information is given in confidence and for your private use only and this bank or its officials are free for any responsibility.
(5) We do not know much about this firm and therefore cannot give satisfactory answers to your inquiry.

5. Translate the passage.

China Nanjing Qiliang Imp. & Exp. Corp.
256 Ninghai Road 210096
Nanjing, China
Tel: (025) 83596388
Fax: (025) 83596387
E-mail: njqiliang@vip.sina.com.cn
April 8, 2013
Boston Electrics, Inc.
78 Quicy Rd.
Boston, MA 02127
U.S.A.

Gentlemen,

Having obtained from the Web that your business scope coincides with us, we are writing to you in the hope of establishing business relations with you.

We have been in this line for many years and now we are one of the largest importers of electric goods in Nanjing. As to our credit standing, we are permitted to mention the Bank of China, Nanjing, as a reference.

At present, we are interested in your cordless phone and we look forward to hearing from you soon.

Yours truly,

The Fareast Trading Co. Ltd.



Chapter 5

Enquiries and Replies



本章相关专业知识简介

询盘是准备购买或出售商品的人向潜在的供货人或买主探寻该商品的成交条件或交易可能性的一种表示，通常是买卖双方交易磋商的开始。由于询盘多数是询问成交价格，因此在实际业务中，也有人把询盘称为询价。

询盘按询问的内容可以分为一般询盘（General inquiry）和具体询盘（Specific inquiry）。一般询盘是指关于商品目录（Catalogue）、价格单（Price-list or Quotation sheets）和样品（Sample）的一般询问，这种询盘并不一定涉及具体的交易，一般属于大致了解。具体询盘是买方在有了比较明确的意向后关于某种具体商品的价格（Price）、包装（Packing）、交货期（Time of shipment）、付款方式（Terms of payment）等的询问，实际上就是请求对方报盘（Request for an Offer）。也就是说，买方已准备购买某种商品，或已有现成买主，请卖方就这一商品报价。询盘按双方的交易历史，可以分为首次询盘（Initial inquiry）和非首次询盘（Non-initial inquiry）。顾名思义，首次询盘是写信方和收信方之前没有交易历史；而非首次询盘发生在有交易历史的买卖双方之间。

对于询盘人和被询盘人来说，询盘没有任何法律约束力，所列内容多是探询和参考的性质，其意义在于摸清市场行情和刺探竞争企业的信息等，而且不是交易磋商的必经步骤。接受询盘的一方可给予答复，也可不做回答，但作为交易磋商的起点，商业习惯上，收到询盘的一方应迅速做出答复。

由于询盘信函分为一般询盘信和具体询盘信、首次询盘和非首次询盘，所以，在具体写作询盘信函时，其写作步骤略有差异。首次询盘信，写给你从来没有业务往来的公司，首先要告知对方你是从何处得到对方的公司名称，你公司的业务范围，如经营何种商品、所需数量、通常的交易条款以及任何可以帮助供货商了解是否能为你服务的信息都要写清楚。首次询盘信的买卖双方由于是初次联系，目的在于建立贸易关系，因此信函语气更为礼貌和正式。在书写具体询盘信时，一定要做到具体，把所需了解的信息阐述清楚，如价格、装运条件等。

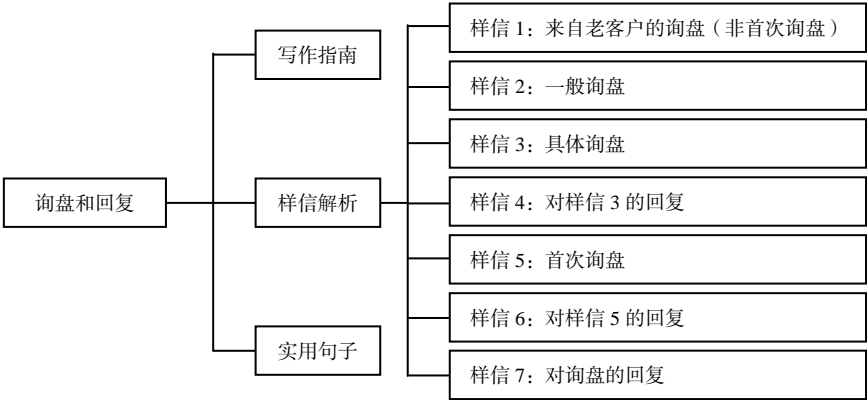
回复函的作用是回答问题，提供资料信息，给予特殊帮助，尽量满足来函人的要求。对于询问函的答复，迅速、及时、热情、周到和尽可能满足对方的要求，会激发对方的购

买欲望，最终促成交易。

本章学习目标

- 了解询盘的种类和特点；
- 掌握首次询盘和具体询盘信函的写作；
- 掌握回复询盘信函的写作。

学习导航



5.1 写作指南

5.1.1 询盘信函的写作要点

- (1) 如果是初次询盘，该信就必须告知信息来源，如通过什么方式、由谁告知、信息来源何处。
- (2) 介绍本公司的情况和经营范围，说明感兴趣的产品。
- (3) 了解交易条款，如打算购买的商品、数量、规格、报价、支付条款、包装、保险等，让供应商知道交易条件。
- (4) 告知商品在市场上的整体情况。
- (5) 索要目录、价目表和样品。
- (6) 向对方表明想要与他进行业务往来的愿望。
- (7) 其他情况。

5.1.2 回复询盘信函的写作要点

- (1) 询价函已经收悉，提及已将索要的商品目录及价目表附于信中或另函寄送。
- (2) 回答征询，具有诚意地回复对方所关心的商品的样品、价格、付款条件、优惠条件等信息。
- (3) 强调所报价格具有竞争性，说明要求的支付条件及能提供的服务。
- (4) 希望客户对提供的信息满意，并希望很快收到回信。

5.2 样信解析

5.2.1 样信 1: 来自老客户的询盘 (非首次询盘)

Dear Linda,

We are in the market for melon seeds of the first and second grade, and shall appreciate it very much if you can let us have your offers together with representative samples by airmail.

When offering the seeds, please state the earliest time of shipment, and quantities available.

We are looking forward to your early reply.

George Washington,

Wordlists:

1. grade [greɪd] n. 等级, 级别
2. representative [reprɪ'zentətɪv] adj. 代表性的, 典型的
3. state [steɪt] v. 说明, 阐明

Notes:

1. melon seeds 西瓜子。
2. first and second grade 甲级和乙级。
3. together with 连同; 和。例如, We are sending you our latest catalogue together with some samples. 我们给你们寄去了我们最新的目录和一些样品。

4. representative sample 代表性样品。在函电中, 与 sample 常搭配的短语有 cutting sample 剪样; as per sample 按照样品; counter sample 对等货样; sample book 样品册; sample free of charge 免费样品; sample for reference 参考样品; sale by sample 凭样本买卖。

5. by airmail 航邮。例如, Please send us your latest catalogue by airmail. = Please airmail us your latest catalogue. 请用航空邮寄给我们你们最新的目录。

6. offer sth. 报某货的价。offer 可以接不及物动词, 例如, We will offer as soon as possible. 我方将尽早报盘。

也可以接及物动词。作及物动词用时, 宾语可以是人, 可以是物, 也可以有双宾语。

例如, We hope to be able to offer you next week. 我们希望能于下周某一天向贵方报盘。

We can offer various kinds of cotton piece goods. 我们能报盘各式各样的棉布。

We can offer you Iron Nails at attractive prices. 我们能以具有吸引力的价格向你报盘铁钉。

7. the earliest time of shipment 最早装运期。

5.2.2 样信 2: 一般询盘

E & M Manufacturing GmbH

Sonnenstrasse 79200 Gossau SG Switzerland

Phone: 41713855552 Fax: 41713855553

Feb. 23, 2015

Cixi Gengxin Bearings and Valves Co., Ltd.

Zhenxi development zone

Shengshan town, Cixi city

Zhejiang, China 315323

Dear Sirs,

We were deeply impressed by your bearings exhibited in your stand of the Dalian International Trade Fair. We are one of the major importers of bearings in Switzerland and are quite interested in your products. Will you please send us by airmail brochure, price list and all necessary information regarding bearings?

If your goods are competitive in price and are of high quality, we'll place a large order with you.

We look forward to your prompt reply.

Yours truly,

Notes:

1. bearings 机械轴承。

2. be interested in... 对某商品有兴趣, 常用以表示有意购买某种商品, 是打算购买某种商品的初步表示。例如, We are interested in the import of Chinese silk neckties. 我们对进口中国丝绸领带感兴趣。

3. goods are competitive in price 商品在价格上有竞争力, in 指在某方面。例如, Our products / goods are both excellent in quality and reasonable in price. 我方产品质量上乘, 价格合理。

相似的表达还有: superior in quality 质量上乘; moderate/reasonable in price 价格公道; skillful/excellent in workmanship/craftsmanship 工艺精湛; elegant in style 样式美观; matching in color 颜色匹配; novel in design 设计新颖。

例如, We assure you that our T-shirts are superior in quality, elegant in style and reasonable in price. 我们向贵方保证我们公司的 T 恤衫质量上乘, 样式美观, 价格合理。

4. be of ... 后面加上表示性质的名词, 如 quality、use 和 importance 等, 意思为“具有……的特征”。例如, Our products are of high quality. 我们的产品质量上乘。

5. place an order with sb. for sth. 向某人订购某物。例如, If your price is workable, we shall place an order with you for 50 cases Black Tea. 如贵方价格可行, 我方可向贵方订购红茶 50 箱。



知识链接

买方询盘注意事项

(1) 对多数大路货商, 应同时向不同地区、国家和厂商分别询盘, 以了解国际市场

行情, 争取最佳贸易条件。

(2) 对规格复杂或项目繁多的商品, 不仅询问价格, 而且要求对方告知详细规格、数量等, 以免反复磋商, 浪费时间。

(3) 询盘对发出人虽无法律约束力, 但要尽量避免询盘而无购买诚意的做法, 否则容易丧失信誉。

(4) 对垄断性较强的商品, 应提出较多品种, 要求对方一一报价, 以防对方趁机抬价。

5.2.3 样信 3: 具体询盘

Dear Sirs,

The New York Machines Co., Ltd. informed us that you are exporting electric mowers.

Will you kindly send us your quotation for three models: I, II and III? We would require 100 units of each model. Please quote us your lowest prices CIF Shanghai, inclusive of our 5% commission, stating the earliest date of shipment.

We are looking forward to your urgent reply.

Yours faithfully,

Wordlists:

1. model ['mɒdl] n. 型号, 样式
2. unit ['ju:nɪt] n. (设备等的) 一套, 一组, 一台
3. inclusive [ɪn'klu:sɪv] adj. 包含, 在内的
4. commission [kə'mɪʃən] n. 佣金
5. urgent ['ɜ:dʒənt] adj. 紧急的, 急迫的

Notes:

1. quote 报价。这个动词的基本用法:

(1) quote sb. a price for sth. 报给某人某种商品的价格。例如, Please quote us your lowest prices for personal computers. 请报个人计算机的最低价。

(2) quote sb a price 向某人报价。例如, Please quote us your lowest price. 请向我方报最低价。

(3) quote a price 报价。例如, Please quote your lowest price. 请报最低价。

(4) quote sb. for sth. 例如, Please quote us for walnuts. 请向我方报核桃价。

(5) quote for sth. at 报某货物价格。例如, We quote for this article at USD10 per case FOB Shanghai. 我方报此货 FOB 上海价, 每箱 10 美元。

2. CIF 价格术语 “Cost, Insurance and Freight”, 成本、保险费加运费的缩写。通常称作“到岸价”。

3. inclusive of 包括, 等同于 including。

4. send sb. quotation for... = make /give sb. one's (best, lowest) quotation for 向某人报……的价。例如, Thank you for your enquiry of May 21 and we are pleased to send you our

best quotation for Men's Shirts. 谢谢贵方5月21日询盘,现高兴地向贵方报男式衬衫最低价。



小提示: quotation 做“报价”解时,常与动词 make、send 和 give 等连用。例如, Please make (send, give) us your lowest quotation. 请向我方报出贵方最低价。另外,还可以用 let us have 的结构。例如, Please let us have your lowest quotation. 请向我方报出贵方最低价。向对方请求报价时,必用 for: Please make us your lowest quotation for Chinese Folding Fans. 请报中国折扇最低价。提到对方报来的价,即已形成了的报价用 of: Your quotation of Chinese Folding Fans is too high to be acceptable. 贵方中国折扇报价太高,不能接受。

5. the lowest prices 最低价。在表示价格低时,一般常用的词汇有: low price; best price; keen price (低廉价格); attractive price (有吸引力的价格); rock-bottom (底价); competitive price (有竞争力的价格); prevailing price (现行价格)。

5.2.4 样信 4: 对样信 3 的回复

Dear Sirs,

Thank for your inquiry of September 4, 2003.

The enclosed price list and illustrated catalogues will give you details of the models in which you are especially interested.

The illustrations will also give you information about other items we are exporting. As to our terms and conditions, please see page 8 of the catalogue, we usually require an irrevocable L/C by draft at sight. The goods will be shipped in October.

The electric mowers have enjoyed a high reputation in Western European countries. Because of their excellent quality and low prices, you can be sure that our products will no doubt help you expand your market.

We look forward to receiving your trial order.

Yours faithfully,

Wordlists:

1. illustrate ['iləstreit] v. 用图 (实例等) 说明
2. illustration [i,ləs'treɪʃən] n. 带图解的说明, 说明书
3. especially [is'peʃəli] adv. 特别, 尤其
4. irrevocable [i'revəkəbl] adj. 不可撤回的, 不可取消的
5. trial ['traɪəl] adj. 试验的

Notes:

1. Thank you for... 已收到, 谢谢。例如, Thank you for your letter dated July 5, inquiring for our wood screws and fittings. 贵方7月5日关于木螺丝及配件的询价函已收到, 谢谢。

2. enquiry of ... 某天的询价, 常用短语: make enquiry 询盘。例如, Thank you for your enquiry of April 3, we are sending you our quotation for 10 metric tons of wool. 感谢贵方4月3

日的询价, 现寄上 10 吨羊毛的报价。

3. enclosed pricelist 所附的价格单; enclosed 所附的。例如, The enclosed catalogue will give you the details of specifications and technical data. 随函附寄的目录将提供有关规格和技术资料的详情。

4. illustrated catalogues 带插图的目录。



小提示: 表示“商品目录”之类的种种说法

(1) catalogue 或 catalog (美式英语拼法): 商品目录, 内中列明产品名称、详细规格、商品编号等, 并有封面与封底, 是厂家用以宣传自己生产或经营的全部或主要商品, 或者某类商品的整个系列。对所列商品有若干文字说明的目录称为 descriptive catalogue, 对附有图片或图表的目录称为 illustrated catalogue。

(2) booklet、pamphlet、brochure: 小册子, 用于宣传商品。没有 catalogue 完整、规范。

(3) manual: 产品手册, 对商品的使用情况等作技术说明, 附有广告或宣传内容, 没有 catalogue 完整规范。

(4) leaflet: 广告单, 宣传单是单页或者折叠式的商品说明书。

(5) literature: 商品说明书, 是商业文字宣传品的统称。

5. as to 至于, 关于, 相当于 as for。例如, As to the terms of payment, we accept L/C. 关于付款方式, 我方同意信用证的方式。

6. terms and conditions 条款, 条件 (商业上表示贸易条件和合同条款的习惯总称)。

7. L/C payable by sight 即期信用证。

8. no doubt 毫无疑问, 一定。

9. be sure = feel sure = believe 对……相信、肯定。

(1) be sure that... 例如, You can be sure that our goods should be shipped before the end of November. 请贵方相信我方的货物会 11 月前装运完毕。

(2) be sure of sth ... 例如, You may be sure of our close cooperation with you. 请相信我们与你们的密切合作。

5.2.5 样信 5: 首次询盘

Dear Sirs,

Subject: Cotton bed-sheets and pillowcases—request for a quotation

Messrs Johns and Smith of New York inform us that you are exporters of all cotton bed-sheets and pillowcases. We would like you to send us details of your various ranges, including sizes, colors and prices, and also samples of the different qualities of material used.

We are large dealers in textiles and believe there is a promising market in our area for moderately priced goods of this kind mentioned.

When replying, please state your terms of payment and discount you will allow on purchases of quantities of not less than 100 dozen of individual items. Price quoted should include

insurance and freight to Liverpool.

Yours faithfully,

Wordlists:

1. sizes [saiz] n. 尺码, 规格
2. moderately ['mɒdəritli] adv. 适度地
3. mention ['menʃən] v. 提到
4. discount ['diskaunt] n. 折扣, 折价, 贴现
5. purchase ['pʌ:tʃəs] v./n. 购买
6. quantity ['kwɒntiti] n. 数量
7. individual [indi'vidjuəl] adj. 单个的
8. insurance [in'ʃʊərəns] n. 保险; 保险费
9. freight [freit] n. 运输; 运费

Notes:

1. cotton bed-sheets and pillowcases 全棉床单及枕套。
2. various range 各种系列。
a range of (a series of) products 一系列产品。
3. large dealer 大商号。



小提示: 其他相关的词语还有 retail dealer(retailer)零售商; wholesale dealer(wholesaler)批发商; middle man 中间商; distributor 分销商; customer/client 客户。

4. there is a promising market there be 句型, 译为“有”。
5. demand 需求, 作名词, 主要结构:

(1) to be in high (great, heavy, keen, urgent) demand 需求大(殷切、急迫)。例如, Chinese tea is in great demand.=There is a great demand for Chinese tea.= Demand for Chinese tea is great. 对中国茶叶的需求很大。

(2) there is a steady large/ strong/ heavy/ increasing demand for... 对……有大量的/稳定的/增加的需求。例如, There is a big demand for raincoats here. 此地对雨衣有很大的需求。

同样, there is little demand for 对……没有需求。例如, There is little demand for this article. 现在对这种商品没有需求。

(3) The demand for... is rising /going up /growing / brisk /active /steady /strong/great /large /big/ high /heavy /important. 对……的需求上升, 增加, 活跃。

The demand for...is going down/low/lessening/soft/declining/down/weak/small...ect. 对……需求下降, 减少。



小提示: ask (v.)、demand (v./ n.)、requirement (n.)、require (v.)、request (v./ n.) 在外贸函电中的主要区别

ask 为泛指, 口语中常用; request 表示“有礼貌的请求”; require 表示“需要、要求, 按照规定完成”, 语气较强; demand 表示“坚决或强烈要求”, 语气很强。

用法的主要区分:

require: (1) require sth (of sb); (2) require sb to do sth; (3) require doing 主动表被动;
(4) require that-clause [虚拟语气: (should)+V 原]

demand: (1) demand sth of/from sb; (2) demand to do sth/demand to be done; (3)
demand that-clause [虚拟语气: (should)+V 原]

request: (1) request sth of/from sb; (2) request sb to do sth; (3) request that-clause [虚拟语气: (should)+V 原]

6. a promising market 销路良好, 很有潜力的市场。例如, We believe that after a careful market investigation, the radios will find a promising market in our area. 我们相信, 经过认真的市场调研, 收音机在我处会很有销路。

7. moderately priced goods 价格适中的产品。

8. terms of payment 支付条件, 也可以说 payment terms。

9. allow sb. a discount 给某人折扣。同样意思的表达还有: give/make/grant/offer sb a discount of ... % 给某人百分之几的折扣。例如, If you order 5,000 sets, we will grant you a discount of 10%. 如果贵方能订购 5 000 台, 我们将给予 10% 的折扣。

5.2.6 样信 6: 对样信 5 的回复

Dear Sirs,

Subject: Cotton bed-sheets and pillowcases

We are very pleased to receive your enquiry of 15th January and enclose our illustrated catalogue and price list giving the details you ask for. Also by separate post, we are sending you some samples and trust that when you have examined them you will agree the goods are both excellent in quality and reasonable in price.

For regular purchases in quantities of not less than 100 dozen of individual items we would allow you a discount of 2%. As to the payment terms, we do business on the basis of L/C.

Because of their softness and durability, our all cotton bed-sheets and pillowcases are rapidly becoming popular and after studying our prices you will not be surprised to learn that we find it difficult to meet the demand. But if you place your order not later than the end of this month, we will ensure prompt shipment.

We invite your attention to our other products, details of which you will find in the catalogue, and look forward to receiving your first order.

Yours faithfully,

Wordlists:

1. reasonable ['ri:znəbl] adj. 价钱公道的, 不贵的
2. regular ['regjulə] adj. 定期的; 经常的, 习惯性的
3. ensure [in'ʃuə] v. 确保, 保证

Notes:

1. by separate post 表示“另封邮寄”, 对应于 enclose (表示“随函附寄”), 相同意思

的表达还有: under separate cover; by separate mail. 例如, We are sending you our catalogue by separate post. 我方另邮寄目录给贵方。



小提示: 比较下面两句:

We are sending you by separate post a copy of our pricelist. 我们另邮寄给贵方一份价目表。

We are enclosing a copy of our pricelist. 我们随函寄给贵方一份价目表。

2. The goods are both excellent in quality and reasonable in price. 品质优良, 价格又有竞争性。(此处 in 的用法同本章样信 2 Notes3)

3. on the basis of(或 on... basis)... 按……方式(条件)。例如, Our order No. 213 covering 300 sets of sewing machines is placed on CFR basis. 我们第 213 号订单下的 300 台洗衣机, 这是以成本加运费为基础的。

4. ensure prompt shipment 确保即刻装运。



小提示: assure、ensure 和 insure 的比较

assure 的用法主要有:

(1) assure sb. of sth. 向……保证。例如, We assure you that we shall revert to your enquiry as soon as fresh supplies come in. 请确信一旦新货到来我们会重谈贵方的询盘。

(2) assure sb. that ... 使……确信。例如, We assure you that we shall revert to your enquiry as soon as fresh supplies come in. 请确信一旦新货到来我们会重谈贵方的询盘。

(3) be (rest) assured of sth. 相信, 放心。例如, Please be assured of our readiness to cooperate with you. 请相信我方愿随时与贵方合作。

(4) be (rest) assured that ... 相信, 放心。例如, Please be assured that we will meet your satisfaction. 请放心我们会让贵方满意。

ensure 的用法主要有:

(1) ensure sth./ ... 确保……例如, We will ensure prompt shipment. 我们会确保即刻装运。

(2) ensure that ... 确保……例如, We ensure that we will make prompt shipment. 我们会确保即刻装运。

insure 投保, 保险。

5. invite one's attention to sth. 请某人注意……, 同样意思的表达还有 call /draw one's attention to sth. 例如, We invite your attention to our other products, details of which you will find in the catalogue. 敬请垂询我方其他产品, 详情见目录。

6. not less than 不少于, 至少。



小提示: 类似的表达有: not later than 不晚于; not more than 不多于。

5.2.7 样信 7: 对询盘的回复

Dear Sirs,

Referring to your inquiry of Sep. 20 for our laser printer, we appreciate your interest but we regret that we are unable to make you an offer this time.

The reason is that the product you require has been out of stock due to its high quality and low price as well as its powerful function. However, we are confident that our product-ink jet printer is a perfect replacement, whose quality and specification are greatly improved and also enjoying best sales. We are sure that you will find a ready market for this excellent product.

We have sent our pricelist, illustrated catalogue by separate cover.

We look forward to your favorable reply and long-term business cooperation with you.

Yours faithfully,

Wordlists:

1. function ['fʌŋkʃən] n. 功能
2. replacement [ri'pleismənt] n. 代替品

Notes:

1. out of stock 缺货, 无现货。类似的表达还有: in stock 现货; ready stock 现货; supply from stock 现货供应。例如, We are not in position to supply the item because it is out of stock. 因为缺货, 我们不能供应此货。

2. ink jet printer 喷墨打印机。

3. find a ready market 销路好, 畅销, 受欢迎。还可以说: to have (find, command) a good (ready) market; to be well received; to be popular with customers; to sell well (fast); to meet with warm reception。例如, Silk blouses of good quality and moderate prices find a ready market in our area. 品质好、价格适中的真丝女士衬衫在我们市场很畅销。

5.3 实用句子

5.3.1 了解交易条款

(1) Prices quoted should include insurance and freight to Vancouver. 所报价格需包括到温哥华的保险和运费。

(2) I would like to have your lowest quotation CIF Busan. 希望您报成本保险费、加运费到釜山的最低价格。

(3) Please quote us your prices CIF/FOB/CFR London, stating packing, specifications, quantity available, discount and the earliest date of shipment. 请报出 CIF/FOB/CFR 伦敦价格, 注明包装、规格、可供数量、折扣和最早装运期。

(4) On regular purchase in quantities of not less than 800 dozen of individual items, we will allow you a discount of 3%. Payment is to be made by confirmed, irrevocable L/C at sight. 对于

定期购买单项商品数量不少于 800 打, 我们可给予 3% 的折扣, 用保兑不可撤销的即期信用证付款。

(5) Please quote your lowest price CIF Seattle for each of the following items, including our 5% commission. 请就下列每项货物向我方报成本保险费、加运费到西雅图的最低价格, 其中包括我们 5% 的佣金。

(6) Please keep us informed of the latest quotation for the following item. 请告知我方下列货物的最低价格。

(7) We are interested in the mechanical toys demonstrated in the recent Guangzhou Trade Fair and should be glad to have details of your exporting terms. 我们对你们最近在广州交易会上展列的机械玩具感兴趣, 请详告你们的出口条件。

(8) We sell various kinds of furniture in the Philippines. Please quote the best price CFR Manila for your furniture and tell us the earliest possible date of delivery. 我们在菲律宾销售各类家具。请报贵方家具最优惠的成本加运费到马尼拉价, 并告知最早交货期。

(9) We would also like to know the minimum export quantity per color and per design. 我们还想了解各类商品的每种颜色和花样的最低出口起售量。

(10) When quoting, please state terms of payment and time of delivery. 报价时, 请说明付款条件和交货时间。

(11) Please inform us on what terms you can supply iron nails. 请告知贵方供应铁钉的条件。

5.3.2 向对方表明想要与他进行业务往来的愿望

(1) We shall place substantial orders with you, provided your new products are excellent in quality and competitive in price. 只要贵方产品质量优良, 价格有竞争性, 我们将向你们大量订购。

(2) If your prices are competitive, we are willing to place our first order for 1,200 dozen, i.e., 400 dozen of each type. 如果贵方价格有竞争力, 我们愿首次订购 1 200 打, 即每种型号各 400 打。

(3) Will you please grant us a special allowance on annual total purchase above USD20,000? 如果每年总购买量在 2 万美元以上, 能否给予我方特别折扣?

(4) We should appreciate it if you would let us know what discount you may grant us if we place an order for 20,000 pieces. 如蒙告知, 倘若我方订购 20 000 件, 贵方能给予多少折扣, 将不胜感激。

(5) If your quality is good and the price is suitable for our market, we would consider signing a long-term contract with you. 若质量好且价格适合我方市场的话, 我们愿考虑与贵方签署一项长期合同。

(6) Please quote us as soon as you receive our inquiry. 请接到我们的询价单后马上给我们报价。

(7) Some of our customers have recently expressed interest in your woolen carpets and inquired about their quality and prices. 目前我们的一些客户对你们的纯毛地毯颇有兴趣, 并询问其质量和价格。

(8) We are thinking of placing an order for your Flying Pigeon Brand bicycle. We would be very grateful if you could make us an offer for 200 ones with details. 我们正打算订购贵方的飞鸽牌自行车。如果你们能给我们 200 辆的详细报盘将不胜感激。

(9) We are informed that you can supply large quantities of stationery. Please give us your lowest quotation FOB Shanghai for 4,500 gross "Good Friends" Brand pencils. 我公司拟进口 4 500 支“好朋友”牌铅笔, 得知对方是文具经销大户, 故致函询问 FOB 上海到岸价并索要具体目录及样品。

5.3.3 索要目录、价目表和样品

(1) Will you please send us your catalogue together with a detailed offer? 请寄样品目录和详细报价。

(2) We would appreciate your sending us the latest samples with their best prices. 请把贵公司的最新样品及最优惠的价格寄给我们, 不胜感激。

(3) Your ad in today's China Daily interests us and we will be glad to receive samples with your prices. 对你们刊登在今天《中国日报》上的广告, 我们很感兴趣。如能寄来样品并附上价格, 不胜感激。

5.3.4 询价函已经收悉, 提及已将索要的商品目录及价目表附于信中或另函寄送

(1) In reply to your letter dated March 28, we enclose our latest illustrated catalogue for your reference. 兹复贵方 3 月 28 日函, 我们附上最新的带有插图的目录单, 供贵方参考。

(2) We have received your enquiry of August 2 and learn of your interest in our Vacuum Cleaners MP208. We are now enclosing our illustrated catalogues and price list you asked for. 收到贵公司 8 月 2 日询价, 得悉你们对我们 MP208 型号的真空吸尘器感兴趣, 现将你们所需的插图目录单和价格表寄给你们。

(3) We have today sent you two copies of our latest catalogs by separate airmail. 今天我方另随函寄去两份我方最新的目录。

(4) We are pleased to receive your inquiry of August 25. 很高兴收到贵方 8 月 25 日询价。

(5) With regard to your enquiry for typewriters, we wish to give the following in reply. 关于贵方关于打字机的询盘, 我们愿做如下的答复。

(6) We welcome your enquiry of May 26, 2009 and thank you for your interest in our products. We specialize in this line of business. 欢迎你们 2009 年 5 月 26 日询盘, 并感谢你们对我们产品的兴趣, 我们专营此业务。

(7) We thank you for your enquiry for Feb. 2 and are pleased to tell you we are in good connections with the best manufacturers in the country. 感谢贵方 2 月 2 日询盘, 并告知我方与国内最好的厂家有密切的联系。

(8) Upon receipt of your catalogue, we'll make enquiry for the items which are of interest to us. 一旦收到贵方目录, 我方即求购感兴趣的物品。

本章小结

在对外贸易中, 询盘是买卖双方磋商交易的开始。询盘分为一般询盘和具体询盘、首次询盘和非首次询盘, 所以, 在具体写作询盘信函时, 其写作步骤略有差异。首次询盘信函往往属于一般询盘信, 其写法类似于旨在建立商业关系信函的写法, 信函的开头应告知对方你是如何获悉它的情况的, 然后告知贵方业务情况, 如经营范围、所需商品数量、一般贸易条款及其可能使供货人决定为你效劳的任何资料。首次询盘的买卖双方由于是初次联系, 目的在于建立起贸易关系, 因此信函语气更为礼貌和正式, 内容简明切题、礼貌诚恳, 以求对方能够迅速做出发盘反应。例如, 样信 3 既是一封一般询盘信函, 也可看作一封要求建立业务关系的信函。

非首次询盘信则多为具体询盘信, 由于交易双方之前有一定交易历史, 相互间已经比较熟悉, 信函的语气相对比较随意, 少了客套和拘谨。而且, 询盘信精短、简洁, 开门见山, 切中主题。另外, 非首次询盘信的发信人和收信人不再是泛指 *Dear sirs* 和 *Yours faithfully*, 而是具体的 *Dear Linda* 和 *George Petheriotis*, 如样信 1。

一般询盘只说明所买卖商品的范围, 目的是要对方进一步介绍情况。在询盘时, 可以随函附寄或索取价格单或目录以及样品以供参考, 有时指定具体商品, 要求明确提供数量、包装、交货期以及报价。

询盘信的写信人有时将询盘信抄送给多个收信人, 目的在于比较各收信人的报盘, 以选择其中最优惠的报盘。

复习思考题

1. Translate the following terms.

- (1) pamphlet/brochure
- (2) price list
- (3) quantity discount
- (4) specification
- (5) regular customer
- (6) fair average quality (FAQ)
- (7) general inquiry
- (8) commission
- (9) specific inquiry
- (10) the minimum quantity

2. Choose the best answer to complete each of the following sentences.

- (1) With regard to your enquiry for typewriters, we wish to give the _____ in reply.
A. follow B. followed C. be followed D. following
- (2) Upon _____ of your specific enquiry, we shall airmail you immediately our quotation sheet.

A. receive B. receiving C. receives D. receipt

(3) The goods _____ well, because of their competitive price.

A. are sold B. sell C. sold D. sells

(4) Your early reply _____.

A. will be highly appreciated

B. will be thanked

C. is to be thanked

D. is appreciated high

(5) If you can order _____ large quantities, we can give you our most favorable prices.

A. /

B. with

C. by

D. for

(6) We intend to place an order _____ you _____ 300 sets "Huanan" brand sewing machines.

A. from, about

B. with, for

C. with, of

D. from, for

(7) I heard that Togy Company is _____ the market for your new product. You may contact them.

A. at

B. in

C. seeking

D. for

(8) We would like to receive your inquiries _____ our hardware.

A. about

B. to

C. for

D. into

(9) The sale of our products has been _____ the decline these years.

A. at

B. down

C. under

D. on

(10) There is a steady demand in our country _____ leather gloves _____ high quality.

A. for, of

B. at, with

C. for, with

D. in, of

(11) We hope receive your quotation with details _____ the possible time of shipment.

A. to include

B. to be included

C. including

D. being included

(12) Will you please send us your price lists for the items _____ below?

A. to include

B. being listed

C. to list

D. listed

(13) We shall appreciate _____ us FOB Sydney.

A. you quoting

B. your quoting

C. you to quote

D. your being quoted

(14) If you can supply your goods immediately, we shall _____ to place a prompt trail order.

A. be prepared

B. be preparing

C. prepare

D. preparing

(15) We would like to _____ you a discount _____ 5%, if your order exceeds USD1,000.

A. give, to

B. give, of

C. allow, to

D. allow, of

3. Translate the following sentences into English.

(1) 请报最低价及最早交货期。

(2) 请报西雅图 (Seattle) 成本加运费, 保险最低价, 包括 5% 的佣金。

(3) 如收到贵公司对机械产品的询价, 我们将深表谢意。

(4) 请报 1 000 打男式衬衫 (Men's Shirt) 的利物浦 (Liverpool) 船上交货最低价。

(5) 如果我们每年购买总金额超过 500 万美元, 能否给予特别折扣?

(6) 报价时, 请说明付款条件和对购买不少于 500 打的数量所给予的折扣。

(7) 我们收到供应 50 吨化肥的询盘。

(8) 现随函附上我方有关 1 000 辆童车的询盘。

(9) 为使贵方对我们的产品有所了解, 现附寄了我们的产品目录供贵方参考。

(10) 对于大量订购, 我方通常给予 2% 的折扣。

4. Translate the following sentences into Chinese.

(1) Please quote us your lowest price CIF Hamburg for ten MT of walnut meat.

(2) There is a steady demand here for bicycles of high quality, as cycling is popular in our country.

(3) Will you please grant us a special discount on annual total purchase above USD20,000?

(4) If you make a comparison between the two samples, you will see which is better.

(5) Please quote us your best CIF price.

(6) Since the competition of textiles is very keen in our market, it is necessary that you quote us the best price.

(7) We can allow you a 3% discount on purchase of ten thousand metric tons.

(8) We would also like to know the minimum export quantities per color and per design.

(9) If you order 5,000 sets, we will grant you a 10% discount.

(10) To acquaint us with the qualities and specifications of your goods, we will appreciate it very much if you will send us some samples and catalogues.

5. According to the given information, write a reply including the following contents.

(1) 产品的规格、价格和包装等资料可参见随寄的价目表; (2) 样品另寄; (3) 所提数量可以给 2% 的优惠; (4) 信用证付款。

背景材料:

创鸿 (香港) 有限公司收到美国 I.C. ISAACS & CO., LP 的来函, 其文如下:

I.C. ISAACS & CO., LP

3840 BANK STREET, BALTIMORE, MARYLAND 21224, U.S.A.

May 15, 2010

SUPERB AIM (HONG KONG) LTD
WESTERN DISTRICT BILLS CENTER
128 BONHAM STRAND E. H.K.

Dear Sirs:

We learned that you are manufacturer of polyester cotton bed-sheets and pillowcases from the internet. We'd like you to send us details of your various ranges and some samples. Please state the terms of payment and discount you would allow on purchase of not less than 300 hundred of individual items.

We believed there is a promising market in our area for moderately priced goods.

We are looking forward to your favorable reply.

Yours truly,
I.C. ISAACS & CO., LP
Jonathan Smith

Chapter 6

Quotation and Offer

本章相关专业知识的简介

在业务交往中，报价（Quotation）或报盘（Offer）都是很重要的一个步骤。报盘又称发盘，是买方或卖方向对方提出主要交易条件并愿意按此条件达成交易的表示。严格意义上讲，报价与报盘的含义不同。报价只是卖方愿意按什么价格供应某一种商品，而报盘，卖方不仅要给出所要卖的商品的价格，还要说明所有其他所有条款，如包装、装运、支付和保险等交易要件。因此，如果报价单里包含其他交易条款，那么，这个报价单自然称为报盘。实际业务中，常见由买方询盘后，卖方发盘，但也可以不经过询盘，主动向对方报盘。

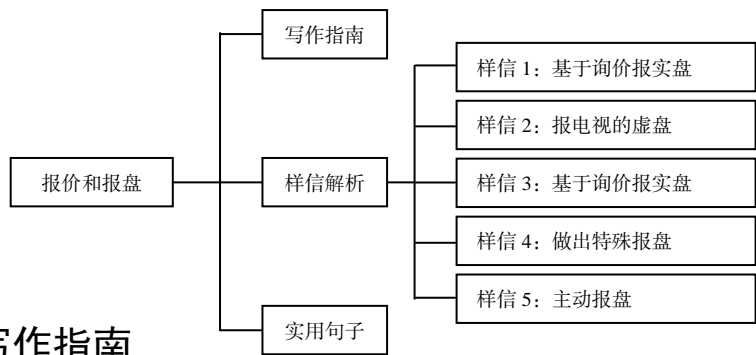
根据报盘时有无规定期限，报盘可以分为实盘（Firm Offer）和虚盘（Offer Without Engagement/Non-Firm Offer）。在实盘规定的有效期内，发盘人不得随意撤回或修改实盘的内容。实盘一经受盘人在有效期内无条件接受，即无须再经发盘人确认，就可以达成交易，构成对双方都有约束力的合同。而凡是报盘时没有规定期限的都称为虚盘，虚盘对买卖双方都没有约束力。例如，The offer is subject to our final confirmation/prior sale.（该报盘以我方最后确认为准/是否事先售出为准。）

另外，报盘也分为主动报盘和非主动报盘。主动报盘是不经买方询价卖方主动提出的交易愿望和条件；而非主动报盘则相反，大部分的报盘都属于这一类，是应买方询价要求而做出的回应。

本章学习目标

- 了解报价和报盘的特点；
- 掌握虚盘和实盘的区别和常见表达法；
- 掌握交易条件，如规格、数量、包装、价格、交货期及支付条件等的表达方式；
- 掌握报盘信函的写作。

学习导航



6.1 写作指南

6.1.1 实盘必须具备两个主要的交易条件

1. 必须提出完整、肯定、明确的交易条件

实盘一般包括合同的主要条件，如商品的品名、计价单位、品质规格、价格、数量、装运期、支付方式和包装等。例如，（1）For the Fancy Brand AGT-4 Garment sewing machine, the best price is USD78.00 per set FOB Shanghai.

（2）The minimum quantity is one 20 FCL and with the purchase of two or more containers, the price is reduced by 2%.

（3）All these blankets are packed in plastic bags with zip of 1 piece each, 20 pieces to a carton.

（4）Delivery is to be made within 45 days after receipt of the order.

（5）Our usual terms of payment are by confirmed irrevocable L/C available by draft at sight.

（6）The insurance shall be effected by the seller covering the invoice value plus 10% against institute Cargo Clauses.

再如，15 metric tons of Bitter Apricot Kernels, F.A.Q., 2004 crop at USD800 per metric ton CIF Osaka for shipment during April/May, 2005. Other terms and conditions are the same as usual. 15 公吨苦杏仁，2005 年产大陆货成本加保险费、运费到大阪价每公吨 800 美元，2005 年 4 月/5 月装运。其他条款和平常一样。

2. 必须规定有效期限

实盘规定有效日期，而且发盘一旦被接受，报盘人就不能撤回。为了防止日后的争议或者敦促对方早下订单，我们通常会在发盘函中明示该报价的有效期，或者指出其有效条件。例如，（1）This offer is valid for ten days.

（2）For acceptance within two weeks.

再如，We are making you, subject to your acceptance reaching us not later than January 30. 现报盘如下，以贵方接受复函于 1 月 30 日前到达我处为条件。

6.1.2 报盘价格的组成

- (1) 合同中的价格条款包括单价 (price) 和总值 (amount)。
- (2) 合同中的单价条款包括 4 个部分：计价货币、计量单位、贸易术语、单位价格金额。报价时，这 4 个部分一定要完整，缺一不可。
- (3) 凡价格中不包括佣金或折扣的，即净价。有时为了明确说明成交的价格是净价，在价格术语后可加注“净价”(net)字样。例如，USD35 per dozen FOB net Shanghai. 每打 FOB 净价上海 35 美元。

6.1.3 报盘信函的写作要点

通常会在两种情形下拟写发盘函：一是直接向客户发盘；二是收到客户询盘后做出答复。由于场景不同，两者的拟写技巧也有所不同。前者要多考虑发盘的完整性和吸引力；后者则要注重针对性，必须以对方感兴趣或符合对方要求的商品货号为中心，做到有的放矢。一般而言，报盘的内容必须明确，发盘提出的重要交易条件必须完备，报盘所表明态度必须是终局的。如果涉及价格条件，一般是贸易商做好报价核算后再进行报价。

一封规范的报盘函应包括下列几项内容：

- (1) 确定收到对方询盘或感谢对方来函。尤其要提到对方来函的日期和主要内容。若是主动发盘，此步骤则略。
- (2) 做出报盘，准确阐明主要交易条件。准确陈述己方可以提供或接受的交易条件，包括商品品名、规格、价格、数量、包装、支付、装运、保险等。
- (3) 声明发盘的有效期及其他约束条件和事项。
- (4) 敦请对方尽早订货。一般会陈述市场状况或宣传产品，表明产品在市场上的竞争力、受欢迎程度、可供货情况，促使对方早下订单。

另外，有时除了询盘人所感兴趣的商品之外，报盘人也会主动介绍公司的其他相关产品，提供信息以期望达成更多交易。

6.2 样信解析

6.2.1 样信 1：基于询价报实盘

Dear Sirs,

We are very grateful to you for your E-mail enquiry for both Groundnuts and Walnut Meat CFR Copenhagen dated February 21.

In reply, we offer firm, subject to your reply reaching us on or before February 26 for 250 metric tons of Groundnuts, handpicked, shelled and ungraded at RMB2,000 net per metric ton CFR Copenhagen and any other European Main Ports. Shipment is to be made within two months after receipt of your order payment by L/C payable by draft at sight.

Please note that we have quoted our most favorable price and are unable to entertain any counter offer.

As you know, there has lately been a large demand for the above commodities and such a growing demand will likely result in increased prices. However, you may avail yourselves of the advantage of this strengthening market if you send us an immediate reply.

We are expecting your order.

Yours sincerely,

Wordlists:

1. firm [fə:m] adj. 确定的, 有效的; adv. 确定地, 有效地
2. shell [ʃel] vt. 剥……的壳; 剥
3. entertain [entə'tein] v. 考虑, 接受
4. strengthen ['streŋθən] v. 加强, 增强; 价格上涨

Notes:

1. be grateful to sb. for sth. 为某事感谢某人。例如, We are grateful to you for the early reply. 感谢贵方早日回复。

2. dated 作形容词用, 译为“注明日期的”, 一般指的是信函、传真或邮件上注明的日期。

例如, We have received your letter dated July 13. 我们已收到贵方 7 月 13 日来信。



小提示: “an E-mail dated May 23” 和 “an E-mail of May 23” 的区别

“an E-mail dated May 23” 指的是 5 月 23 日写的邮件; “an E-mail dated of 23” 既可以是指 5 月 23 日写的邮件, 也可以指 5 月 23 日发出的邮件。

3. in reply 此复, 答复。例如, In reply, we would accept your offer. 此复, 我方接受贵方报盘。

in reply to sth. 答复。例如, This is in reply to your enquiry of Oct. 8, 2010. 现答复贵方 2010 年 10 月 8 日询盘。

4. offer 报盘, 报价, 既可作名词用, 也可作动词用, 作为动词、名词常见的用法有:

(1) offer sb. sth. at... price + trade term (CIF/CFR/FOB) 以……价格向某人报某商品价格。例如, We offer firm 50 M/T soybeans at USD120 per M/T FOB Hong Kong. 报 50 公吨大豆实盘, 每公吨 120 美元, FOB 香港价。

(2) offer sb firm sth. at... price 以……价格向某人报某物的实盘。例如, We can offer you firm 300 pieces of cotton piece goods. 我们向贵方报 300 匹棉布的实盘。

(3) offer sb. sth. FOB/CIF/CFR etc. 向某人报某物的 FOB, CIF 价格。例如, please offer us 2,000 dozen women's blouses FOB Dalian. 请向我方报 2 000 打女士针织衫 FOB 大连价。

(4) make (give) sb. an offer for (on) sth. 例如, Please make us an offer CIF London for 100 kgs of frozen fish. 请给我们 100 千克冻鱼 CIF 伦敦的报价。



小提示: 严格地讲, quote/quotation 与 offer 不同, quote/quotation 是报价, 指某一商品的单价, offer 是报盘, 除单价外, 还包括数量、交货期、付款方式等。另外, offer 比较固定, 卖方价格报出后, 一般不能轻易变动, 而 quote/quotation 则不同, 卖方报

价后, 不受约束, 可以根据情况略加调整。尽管二者有区别, 但各国商人则往往把这两个词混用。另外, 在使用时, 还应注意下列习惯用法:

Please offer us 500 Bicycles CIF London.

Please quote us your lowest price for 500 Bicycles CIF London.

注意, 动词 quote 的基本用法: quote sb. a price for sth.; 而动词 offer 的基本用法: to offer sb. sth.

5. firm 确定的, 有效的。例如, This is a firm offer. 这是一个实盘。

实盘必须有明确的有效期。例如, This offer will remain open/effective/valid/firm/available/good until April 15, 2010. 此盘的有效期为 2010 年 4 月 15 日。

6. subject to... 以……为条件(有效)。例如, This offer is firm, subject to your reply reaching us within one week. 此盘为实盘, 以贵方回复在一周之内到达我方为有效。

该短语是外贸英文函电中的常用表达, 其他主要表达如下:

(1) Our offer is subject to the fluctuations of the market. 报价按行市变化而调整。

(2) The commodities are subject to moisture. 商品易受潮。

(3) Our offer is subject to a discount of 5%. 报价内有 5% 的折扣。

7. We offer firm, subject to... 报实盘, 以……为有效/为准。例如, We offer firm, subject to your reply here by 4 o'clock p.m. our time, September 20. 报实盘, 以我方时间 9 月 20 日下午 4 时以前收到答复有效。

8. hand-picked, shelled and ungraded groundnuts 手拣去壳不分级花生

9. European Main Ports (EMP) 欧洲主要口岸, 例如, Genoa 热那亚(意大利); Marseilles 马赛(法国); Antwerp 安特卫普(比利时); Rotterdam 鹿特丹(荷兰); London 伦敦(英国); Hamburg 汉堡(德国); Copenhagen 哥本哈根(丹麦)。

10. result in increased price 导致价格上涨。



小提示: result in 与 result from 辨析

(1) result in 引起, 导致, 产生, 侧重于结果, 等同于 lead to, cause。例如, Delay in shipment will result in great losses. 装运延误会导致很大的损失。

(2) result from 起因于, 由……产生, 是……的结果, 更侧重于强调起因, 即 from 后面接事情的起因。例如, The declining price resulted from the fact that the supply exceeds demand. 价格下跌是由于供大于求而引起的。

11. strengthening market 价格上涨的行市。例如, The market is strengthening. 行市正在上涨。

12. Please note that... 请注意……例如, Please note that we have quoted our most favorable price. 请注意我们已经报了最优惠价。



知识链接

吨、公吨、长吨、短吨的不同概念

在与国外供应商、客户交易的过程中往往会涉及吨、公吨、长吨、短吨这样不同的计量单位概念。通常, 我们所说的公吨是基于公制(国际单位制 SI)而形成的, 在英、

美等英语国家中叫作 Metric Tons, 1 公吨 (Metric Tons) = 1 000 千克 (kg) = 2 204.6 磅 (pounds)。

吨 (原本意义上的吨) 是英制单位, 英文中是 ton。英国和美国对 “ton” 的定义不同。在英国, 1 ton = 1 016 kg, 因此被称为长吨 (Long Tons); 在美国, 1 ton = 907 kg, 因此也被称为短吨 (Short Tons)。

在贸易中, 由于使用公吨的人较多, 人们喜欢偷懒, 所以常把 Metric Ton 缩略为 Ton。在国外客户说 Ton 的时候, 有可能是指 Metric Tons。由于中国采用的是公制 (国际单位制 SI), 中国人所说的吨, 其实指的都是公吨。为了避免混淆, 建议在与国外客户谈判时, 统一使用 Metric Ton 这种说法, 写合同更应如此。

6.2.2 样信 2: 报电视的虚盘

Dear Mr. Jones,

We are in receipt of your letter dated Oct.15, inquiring for our Hisense Brand TV sets inch 46, for which we thank you.

Our products are super-thin. The voice quality is perfect, and picture is clearer than the same sort of product.

We are pleased to inform you that we are now in a position to make you an offer, which is subject to our final confirmation. We are offering you at USD800 per set CIF New York. Payment is to be made by irrevocable L/C at sight.

Please note that there is no commission on our products, but we may allow a 5% discount if the quantity of your order is more than 2,000 sets.

We are expecting to receive your order.

Sincerely,

Wordlists:

1. confirmation [kən'fə'meiʃən] n. 确定, 确认
2. commission [kə'miʃən] n. 佣金

Notes:

1. be in receipt of sth. = have received = acknowledge receipt of sth.
2. Payment is to be made by irrevocable L/C at sight. 在外贸函电中运用被动语态, 可委婉地强调按合同、协议所承诺或规定的义务和职责。

类似的结构还有: Shipment is to be effected; Insurance is to be covered.

6.2.3 样信 3: 基于询价报实盘

Dear Sirs,

Thank you for your inquiry of June 30, asking us to offer 5,000 metric tons of rice, and we appreciate very much your interest in our product. As requested, we take pleasure in making you a firm offer, provided your reply reaches us by July 30, as follows:

1. Commodity: Superior rice, Heilongjiang Origin
2. Quantity: Five thousand (5,000) metric tons
3. Price: US dollars one hundred and five (USD105.00) per metric ton, FOB Qingdao
4. Packing: In new gunny bag, each containing 100 kgs
5. Payment: 100% by confirmed, irrevocable letter of credit payable by draft at sight
6. Shipment: three or four weeks after receipt of L/C by the first available boat sailing to Yokohama direct.

Please note that we do not have much ready stock on hand. Therefore, it is important that, in order to enable us to effect early shipment, your letter of credit should be opened in time if our price meets with your approval.

We are awaiting your early reply.

Yours sincerely,

Notes:

1. as requested 应贵方要求 (或请求), 商业书信应对方要求办某事后, 常用 as requested 于句首, as requested=at one's request. 例如, As requested, we are glad to offer you. 根据贵方要求, 我方很高兴向贵方报盘。



小提示: “根据贵方要求”可译为 in accordance with your request 或 as per your request, 但不宜译为 according to your request. 前两种译法是对的, 但显得有些公事公办容易产生距离感, 因此不如译为 as requested, 达意即可。

2. take pleasure in doing sth. = be pleased to do sth. 很高兴做某事, 营造出亲切友善的语气。例如, We take pleasure in informing you that all goods needed are prepared. 很高兴通知你, 所需货物已备好。

相似的表达还有: have/take pleasure in doing sth., have/take the pleasure of doing sth.

3. make you a firm offer 现报实盘。



小提示: offer 报盘, 报价, 作名词用时, 常与动词 make (或 give, send) 连用, 后面常常接介词 for 或 of, 买方提及卖方的报盘时, 即说到对方已报某货的盘或某数量的盘时, 常用 of, 如 make sb. an offer for sth. 例如, We are making you an offer for 300 gross “zhonghua” Brand Pencils at Stg.3.1 per gross CIF London. 现报 300 罗 “中华” 牌铅笔, 每罗成本加运费、保险费到伦敦价 3.1 英镑。(1 罗等于 12 打)

4. as follows 内容如下。例如, Thank you for your enquiry dated March 18 and now, we offer as follows. 贵方 3 月 18 日询价函已收到, 谢谢。现报盘如下。

5. provided (that) 以……为条件, 只要, 引导条件状语从句。例如, Provided the prices quoted are competitive, we would like to place large orders with you. 只要所报价格具有竞争力, 我们愿意同贵方订货。

6. in new gunny bag 用新麻袋包装, in 表示以……方式。

7. by the first available boat 第一艘可以订到舱位的船, 最早的船。例如, The goods will

be shipped by the first available boat sailing direct to your port. 货物由最早直航贵方港口的船装运。

8. on hand 手头上, 现有。例如, Since our manufacturer has too many orders in hand, we regret that we cannot accept your order. 因为我们的制造商手头上订单太多, 所以很遗憾, 我们无法接受贵方订单。

9. enable sb. to do sth. 使人能做某事。例如, Please open L/C in time so as to enable us to make early shipment. 请及时开信用证, 以便我们尽早装运。

6.2.4 样信 4: 做出特殊报盘

Dear Sirs,

We are in receipt of your letter dated September 1. To comply with your request, we are airmailing you, under separate cover, one catalogue and two sample books for our Printed Shirting. We hope they will reach you in due course and will help you in making your selection.

In order to start a concrete transaction between us, we take pleasure in making you a special offer, subject to our final confirmation, as follows:

Article: Art. No. 8100 Printed Shirting

Design: No. 7243-2A

Specifications: 30 × 36

Quantity: 18,000 yards

Packing: In bales or in wooden cases, at seller's option

Price: Stg.54 per yard CIF Lisbon

Shipment: To be made in three equal monthly installments, beginning from June, 2006

Payment: By confirmed, irrevocable L/C payable by draft at sight to be opened 30 days before the time of shipment

We trust the above offer will be acceptable to you and await with keen interest your trial order.

Yours faithfully,

Wordlists:

1. concrete ['kɒnkri:t] adj. 具体的
2. option ['ɒpʃən] n. 选择
3. installment [in'stɔ:lmənt] n. 分期付款, 分期
4. acceptable [ək'septəbl] adj. 可以接受的, 值得接受的
5. keen [ki:n] adj. 热衷的, 渴望的

Notes:

1. in due course=duly=in good time 商业书信中的常用语, 指情况正常按时到达。例如, We trust the shipment will reach you in due course. 我方相信这批货会及时到达贵方。

2. comply with 依照, 遵造; 符合。例如, We hope you will be able to comply with our

request. 希望贵方能按我方要求办理。

3. make one's selection 做出选择。例如, Under separate cover we are sending you several copies of our catalogue, enabling you to make suitable selection. 另邮寄我方目录若干份, 以便贵方做出适当选择。

4. at seller's option 由卖方决定, at buyer's option 由买方决定。

5. Stg.: (abbr.) sterling, British pound 英国货币 (尤指英镑)。

6. three equal monthly installments = three equal monthly shipments 分3个月3次平均装运。相似的还有: in two equal monthly lots 两批装运, 每月一次, 每次数量相等。

7. be acceptable to sb. 被某人接受。例如, Our price is acceptable to the end-users. 我们的价格能被最终用户接受。

8. with keen interest 殷切地。

6.2.5 样信 5: 主动报盘

Dear Sirs/Ladies,

We are delighted to receive your letter of July 8 asking whether we can supply you with 3,000 sets household air conditioners (Art No. TW0203). However, we regret to tell you that the said article is not available at present.

In order to meet your demand, we would like to recommend a new speed-adjustable air conditioner as a substitute. It is a new type with stable performance and power consumption 15% and price 20% lower than the split-type you inquired for. It has found a ready market in China. We are sure it will meet with a warm reception in your market as well.

Full details of our export prices and terms of business are enclosed.

We are looking forward to receiving your order.

Yours truly,

Notes:

1. to recommend sth. as a substitute 推荐某物作为代用品。例如, Unfortunately, your order goods Model No. 84 are now out of stock, but we recommend No. 85 as a substitute which is very close to your choice in quality though slightly higher in price. 很抱歉, 贵方所订购的 84 型产品目前已无存货, 故推荐 85 型产品, 此产品与贵方指定的产品在质量上极其相近, 只是价格稍贵。

2. meet with a warm reception 受到欢迎。例如, Our products have met with a warm reception. 我们的产品很受顾客欢迎。

相似的表达还有: meet with our careful attention 受到我方关注; meet with our attention 受到我方注意。

6.3 实用句子

6.3.1 报盘的表达

(1) All prices in the price lists are subject to our confirmation. 报价单中所有价格以我方确认为准。

(2) This offer is subject to goods being unsold. 本报价以货物未售出为有效。

(3) This offer is firm (valid, good, open, effective) for 5 days. 此报盘有效期为 5 天。

(4) Please make us an offer CIF Kobe for 10 tons of Frozen Fish. 请报 10 吨冻鱼 CIF 神户价。

(5) We're willing to make you a firm offer at this price. 我们愿意以此价格为你报实盘。

(6) We are pleased to quote you for the goods as following: 兹就该商品向贵方报价如下:

(7) Please offer firm FOB Genoa for 2,000 Refrigerators Art.No.437. 请报 2 000 台货号 437 电冰箱实盘, FOB 热那亚价。

(8) We offer firm 50 M/T soybeans at USD120 per M/T FOB Hong Kong, prompt shipment, subject to our final confirmation. 兹报即期装船大豆 50 公吨实盘, 每公吨 120 美元, FOB 香港价, 以我方最后确认为有效。

(9) We make you the following offer, subject to your reply reaching here within 3 days (by 5 p.m. March 21 our time). 我方做出如下报盘, 以贵方 3 日内复到为有效 (我方时间 3 月 21 日下午 5 时前)。

(10) In reply to your inquiry of July 21, we have the pleasure of offering you Children's Bicycles as follows: 此复贵方 7 月 21 日询价, 现报儿童自行车盘如下:

(11) We offer you 1,500 Forever Bicycles at USD32 per piece CIF Lagos for delivery in May. 我方向贵方报盘 1 500 辆永久牌自行车, CIF 拉各斯价, 每辆 32 美元, 5 月交货。

(12) Please offer us firm 20 M/T tons of wool FOB Sydney. 请报 20 公吨羊毛实盘, FOB 悉尼价。

(13) Thank you for your inquiry No.123 for leather Suitcases, we are pleased to offer them as follows: 感谢贵方 123 号有关皮箱的询价, 现非常高兴向贵方报盘如下:

(14) We are making an offer as follows, subject to your reply received here by 5:00 p.m., our time, September 15. 现报盘如下, 以我方时间 9 月 15 日下午 5 时前复到为有效。

(15) As requested, we are offering you the following, subject to our final confirmation: 根据要求, 现我方就如下货物向贵方报盘, 以我方最后确认为准:

(16) We offer you 2,000 dozen Men's Shirts at USD54 per piece, net, CIF New York, shipment August, terms of payment by an irrevocable L/C. 现向贵方报男士衬衫 2 000 打, 每件 54 美元 CIF 纽约净价, 装运期为 8 月, 用不可撤销信用证支付。

(17) We will allow you a discount of 2% if the order exceeds 100 items. 如果订单超过 100 件, 我们愿意给你 2% 的折扣。

(18) Please quote us your lowest prices for the goods. 请对该商品报最低价。

(19) We take pleasure in sending you an offer for 50 sets of Milling Machines Type 70 as

follows. 我方高兴地向贵方发出 50 台 70 型铣床的报盘如下。

(20) Of course, these quotations are all subject to the fluctuation of the market. 上述报价, 无疑将随市场变化而变动。

(21) We are now in the market for the goods mentioned in the attached list and shall appreciate it if you will airmail us as soon as possible your best quotation C&F, New York. 我方现拟采购附单所开出的各项货物, 希贵方能尽早航寄最优惠的 CIF 纽约价格。

(22) We have learnt that there is a good demand for walnut meat in your market, and take this opportunity of enclosing our Quotation Sheet No.3456 for your consideration. 获悉你地市场对核桃仁有较大需求, 现寄上第 3456 号报价单供参考。

6.3.2 拒绝或接受报盘的表达

(1) We regret being unable to quote on FOB basis, as it is our general practice to do business with all our clients on CIF terms. 很遗憾, 我方不能以船上交货报价, 因为按照惯例我方与客户做生意通常报到岸价。

(2) As the prices quoted are exceptionally low and likely to rise, we would advise you to accept the offer without delay. 由于所报价格特低, 并可能上涨, 我方劝贵方立即接受此报盘。

(3) As the market is firm with an upward tendency, we would suggest in your interest that you accept our offered price. 由于市场坚挺, 行情看涨, 为了贵方利益我方建议贵方接受报价。

(4) As the goods are in extremely short supply recently, we regret being unable to offer. 因近期货源紧张, 很抱歉不能报盘。

本章小结

从严格意义上讲, 报价与报盘的含义不同。报价只是卖方愿意按什么价格供应某一种商品。在报盘中, 卖方不仅要给出所要卖的商品的价格, 还要说明其他所有条款, 以便买方考虑或接受。报盘可以分为实盘和虚盘, 实盘有完整、肯定、明确的交易条件, 而且必须规定有效期限, 所以撰写时, 必须注意准确性和完整性, 用词谨慎精确, 表达清楚和明白。而虚盘在买方接受后必须由卖方最后确认才能有效。报盘时这一点必须说清楚, 以避免以后的纠纷。报盘也分为主动报盘和非主动报盘。大部分的报盘是应买方询价要求而做出的回应。

除了应买方询价要求发出的报盘, 也有类似于推销信性质的主动报盘。如样信 5, 从信中可以看出, 买方所询价的商品缺货, 卖方可以推销新产品, 作为替代品, 且价格比原来的产品优惠 30%, 以引起对方购买兴趣。

复习思考题

1. Translate the following terms.

(1) Art. No.

(2) quotation sheet

(3) firm offer

- (4) validity
- (5) non-firm offer
- (6) FOB
- (7) CFR Singapore
- (8) CIF Shanghai

2. Choose the best answer to complete each of the following sentences.

- (1) Could you make us a firm offer _____ 3,000 metric tons _____ fertilizer?
 A. for, of B. on, in C. of, for D. for, for
- (2) We acknowledge with thanks _____ your letter dated December 14.
 A. receipt B. receive C. receipt of D. receiving
- (3) _____ requested, we are enclosing a quotation sheet _____ our silk garments.
 A. As, about B. At, about C. At, for D. As, for
- (4) We are making you the following offer, subject _____ your acceptance _____ us before May 21.
 A. to, arrive B. with, reaching C. to, reaching D. to, reach
- (5) We would like to quote you our most favorable price _____ 800 pieces Electric Blankets _____.
 A. for, as follows B. at, as following C. with, as followed D. of, as follows
- (6) Our offer can only remain _____ for three days.
 A. opened B. non-firm C. invalid D. valid
- (7) _____ the friendly business relations between us, we are prepared to offer you bath towels at prices that are 5% _____ the prevailing prices.
 A. Considering, off B. Thinking of, of
 C. Considering, below D. Thinking, under
- (8) _____ developing the market in your area, we are airmailing you new models of our products.
 A. Due to B. Owing to C. In order to D. With a view to
- (9) We offer you the following items _____ your reply reaching here by 3 p. m. April 12, our time.
 A. subjecting to B. to subject to C. subjected to D. subject to
- (10) We trust that you will find our goods _____.
 A. to be attractive B. attractive
 C. attracting D. attract your attention
- (11) The seller may cancel the contract and reserve the right to claim _____ buyer's breach of contract.
 A. in case about B. in case C. in event of D. in event
- (12) We certainly accept you offer _____ you will ship the goods during August.
 A. except B. provided C. unless D. but
- (13) We shall appreciate it if you send us a catalogue _____ the details of your product.

A. asking B. being asked C. stating D. being stated

(14) We will appreciate it very much, if you will _____ shipment before June 25.

A. effect B. provide C. give D. bring

(15) As the matter is _____, we should like to have the information by the end of this week.

A. urgently B. urgent C. promptly D. prompt

(16) It is essential that you _____ competitive price.

A. quoting B. quote C. offer D. make

(17) When _____, please let us have your price on CIF 3%, stating the earliest shipment since the season is coming soon.

A. being quoted B. quoted C. is quoting D. quoting

(18) The offer will remain _____ for ten days from the date of the letter.

A. valuable B. valid C. good D. important

(19) In reply, we are making you the following offer: 10,000 pieces of T-shirt _____ USD5 per piece, CFR C2% Copenhagen.

A. about B. to C. at D. in

(20) We will not be held responsible for any damage which results _____ rough handling.

A. from B. off C. in D. to

3. Translate the following sentences.

- (1) 感谢贵方 10 月 6 日的关于核桃 (walnut) 的询盘。
- (2) 按贵方要求现报盘如下, 以贵方在北京时间 3 月 14 日下午 2 点以前回复为有效。
- (3) 现报 1 000 打毛巾如下, 以我方最后确认为准。
- (4) 现回复贵方 12 月 10 日询盘, 报 5 公吨核桃仁 CFR 汉堡价。
- (5) 现报红茶最低价。
- (6) 我们报此货 FOB 青岛价, 每箱 20 美元。
- (7) 由于行情上涨, 希望你们早日订货。
- (8) 感谢贵方 10 月 1 日要求我方对 500 个“美的”牌电饭锅进行报价的来函。
- (9) 根据贵方要求, 报价如下: 每箱 84 美元 CIF 新港。
- (10) 与其他优质彩电的报价相比, 我方报价非常有竞争力。

4. Translate the following sentences.

(1) In compliance with your request we are now offering you 2,000 dozen magnifiers at USD30 per dozen CIF San Francisco for September shipment.

(2) You will note that we are in a position to offer you 50 metric tons of Green Bean at £135 per M/T CIF Shanghai.

(3) The price we quoted is on FOB Shanghai basis instead of CIF Hong Kong basis and our offer will be valid until August 31.

(4) We offer you firm 2,000 tons of chemical fertilizer at £150 per long ton CIF Vietnam delivery in April.

(5) We have pleasure in enclosing a copy of our illustrated brochure, together with our latest price list.

(6) This offer will remain effective for another 10 days from June 1.

(7) As requested, we enclose our illustrated catalog and price-list and trust that you will find it of much interest.

(8) We are willing to allow a 5% reduction in price on all orders over 1,000 pieces.

(9) We are prepared to offer you a special trade discount of 2% on all orders exceeding USD100,000 received before the end of this year.

(10) The above quotation is subject to our final confirmation.

5. Translate the following letter into Chinese.

First Urban Trade Corporation
1807 Aa Wack Wack Twin Towers, Wack Wack Road, Manila, Philippines
Tel: 63 2724-3029 Fax: 63 2721-9278

May 23, 2009
Shandong Foodstuff
Trading Corporation
No. 99, Gongshang Street, Muping District
Yantai City, Shandong Province China
Gentlemen:
We acknowledge receipt of your letter dated May 15. We are pleased to offer you, without engagement, as follows:
Brand Name: Philippine Super Mango
Origin: Philippines
Unit Price: USD12.25 per box FOB (changes weekly depending on the market)
Price Terms: FOB Manila
Payment Terms: L/C
Shipment: During October, 2007
Minimum Order: 20' container
Supply Ability: readily available whole year round
Inner Packing: Average weight of 230-350 grams, 5 kilogram in a box
We are sure that you will find our price competitive and are awaiting your prompt reply.
Yours Faithfully,

6. Write a letter with the information given below.

商品：真皮手工制手套

报价：（伦敦到岸价）按每款 200 副报价

男式中号每副 3 美元

男式小号每副 2.8 美元

女式中号每副 2.6 美元

女式小号每副 2.5 美元

付款要求：即期信用证

装运时间：7 月

以报盘方最后确认为准。

另外，询盘方要求报盘方邮寄一份目录及一套做手套用的各种皮革样品。



Chapter 7

Counter-Offer



本章相关专业知识简介

价格是进出口双方都极为关注的交易条件。在出口方报盘后，进口方往往会就价格进行还盘。还盘（Counter-offer）又称还价，即讨价还价，指受盘人不同意或不能完全同意发盘内容，为进一步磋商交易对发盘提出修改意见。还盘实质上构成对原发盘的某种程度的拒绝，也是接盘人以发盘人地位所提出的新发盘。因此，一经还盘，原发盘即失效，新发盘取代它成为交易谈判的基础。还盘可以在双方之间反复进行，还盘的内容通常仅陈述需变更、限制或增添的条件，对双方同意的交易条件无须重复。还盘并非交易磋商的必经环节，但在实际业务中，还盘时常发生。毕竟很少有发盘内容完全为对方无条件接受的情况，有时甚至须经过还盘再还盘等多轮讨价还价，才能达成交易。

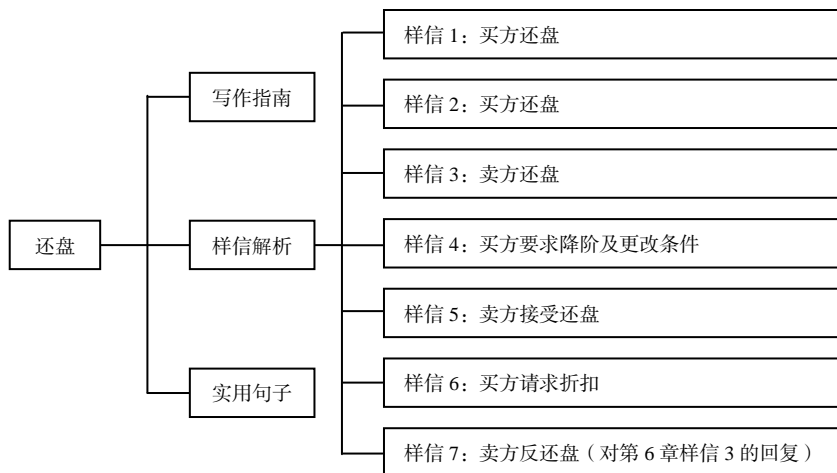
出口商收到对方的还盘后，通常要做出答复，答复可以是接受或拒绝对方的还盘，也可以是对对方的还盘进行再还盘。还盘的内容可以涉及降低价格、改变支付方式、改变交货期等，一笔交易可以进行多次还盘与反还盘。

买卖双方应在互谅互让的基础上讨价还价，互相协商，最后达成交易。在双方讨价还价的过程中，语气要和缓而坚定，绝不可以因为使用绝对化的语言而导致断绝来往。双方应抱着“买卖不成友谊在”的态度，为今后的贸易往来打下良好的基础。

本章学习目标

- 掌握如何还盘及理解还盘信函中采用的语气与技巧；
- 掌握还盘信函的写作。

学习导航



7.1 写作指南

7.1.1 还盘信函的写作要点

- (1) 确认收到对方发盘并致谢意，注意要提及对方发盘信函的日期和主要内容。
- (2) 表明对发盘的态度，指出报盘的不同意见及原因。例如，出口可强调符合市场价格水平，品质优良，但是原材料上涨或人工成本提升，利润已降至最低；进口可强调订货量大、付款条件优惠等。
- (3) 提出己方条件，说明自己能接受的价格、优惠条件等，希望对方让步。
- (4) 希望还盘能得到接受，表达合作的希望等。

7.1.2 拒绝还盘信函的写作要点

- (1) 就收到买方的还盘表示感谢。
- (2) 对因不能接受还盘表示歉意。
- (3) 说明不能接受还盘的原因。
- (4) 要求对方尽早接受原先的报盘。

7.2 样信解析

7.2.1 样信 1: 买方还盘

3H Company Limited
3H Road, Jiangnan Foreign Investment Zone, Linhai City,
Telephone: 86-576-5193355 Fax: 86-576-5193770 Website: www.3h.com

July 5, 2010

Val de Fontenay

17, Avenue Louison Bobet

94120 FONTENAY SOUS BOIS France

Dear Sirs,

“White Rabbit” Brand Woolen Mixed Blanket

We wish to thank you for your letter of January 23, offering us 1,000 pieces of the captioned goods at USD38.00 per piece.

The prices you quoted, however, are found too much on the high side, and we believe we'll have a hard time convincing our clients at your price. Besides, there's a keen competition from suppliers in South Korea and Thailand. You can't very well ignore that. Should you be ready to reduce your price by 5%, we might come to business.

In view of the long-standing business relationship between us, we make you such a counter-offer. As the market is declining, we hope you will consider our counter-offer most favorable and respond to us as soon as possible.

Yours sincerely,

Wordlists:

1. brand [brænd] n. 商标, 牌子
2. convince [kən'vins] v. 使确信
3. client ['klaɪənt] n. 顾客, 客户
4. keen [ki:n] adj. 激烈的
5. competition [kəm'pi:tɪʃən] n. 竞争
6. supplier [sə'plaɪə] n. 供应商
7. ignore [ɪg'nɔ:] v. 不顾, 忽视
8. decline [di'klaɪn] v. 下降; 客气谢绝, 婉言拒绝

Notes:

1. woolen mixed blanket 混纺毛毯。
2. the captioned goods 标题项下的货物, 类似的表达法还有: the subject goods; the goods mentioned in the subject line。
3. on the high side (指价格) 偏高。例如, We regret to say that we cannot accept your offer, as your price is found (to be) on the high side. 很遗憾地告知由于贵方价格偏高, 我们不能接受贵方报盘。
4. have a hard time convincing our clients 很难说服我方客户。
have a hard time (in) doing sth. 费了很大劲做某事。
5. reduce your price by 6% 价格减少 6%。例如, If you can reduce your price by 2%, we'll accept it. 如贵方能在价格上减少 2%, 我方将接受。



小提示：两个短语的区别

reduce a price by... 将价格降低多少。例如, To meet your request, we are prepared to reduce our freight by 3%. 为满足贵方要求, 我方准备将运费降低 3%。

reduce a price to... 将价格降低到多少。例如, To be more competitive, you should try to reduce your price to the bottom without sacrificing the quality. 为了更有竞争力, 贵方应尽量在不影响质量的前提下将价格降至最低。

6. come to terms 成交。相似的说法还有: conclude the business; close the deal; close the bargain, put the deal through。

7. in view of sth. 鉴于, 考虑到, 等同于 considering。例如, In view of our good business relations, we grant you this special discount. 鉴于你我之间良好的业务关系, 我们给你们特别折扣。

8. counter-offer 还盘, 既可作名词, 又可作动词。例如, The price you counter-offered is not in line with the prevailing market. 贵方所报的价格与当前市场行情不符。(作动词)

Please make us your best possible counter-offer. 请给我们你们最好的还盘。(作名词)

7.2.2 样信 2: 买方还盘

Dear Sirs,

We are in receipt of your letter of May 10 offering us 200 cameras at USD500 per set CIF Shanghai on the usual terms.

We regret to inform you that our customers here find your price too high and out of line with the prevailing market level. You may be aware that some Japanese dealers are lowering their prices. No doubt there is a keen competition in the market.

We do not deny that the quality of your digital cameras is slightly better, but the difference in price should, in no case, be as much as 5%. On behalf of our customers, we make a counter-offer as follows, subject to your reply being received by us before the end of this month:

200 cameras at USD480 per set CIF Shanghai, other terms as per your letter of May 10.

As the market price is declining, we recommend your immediate acceptance.

Yours faithfully,

Wordlists:

1. prevailing [pri'veilin] adj. 现行的, 流行的
2. level ['levl] n. 水平, 常引申为“价格”
3. lower ['ləʊə] v. 降低
4. slightly ['slaitli] adv. 稍微地

Notes:

1. on the usual terms 按照惯常条款。相同的表达还有: under/according to the usual terms。



小提示: terms 作“条款”解, 用复数形式, 如 terms and conditions。

2. out of line with ... 与……不相符合, 与……脱节。例如, Your price is too high and out of line with the prevailing market level. 贵方价格过高, 与现行市场行情不一致。

而要说与……相符合则是 in line with... 例如, While our price is in line with the prevailing international market rate, we are not in a position to consider any concession in our price, much to our regret. 我们所报的价格完全符合当前国际市场行情, 歉难在价格上作任何折让。

另一种常见的表达法为 in compliance with... 例如, Our quotation is in compliance with the present level. 我们所报价格符合当前市场水平。

3. We do not deny that... 我们不可否认……例如, We do not deny that our price is on the high side, but please note that our products are much better than other products of this type. 不否认我方的报价偏高, 但是请注意我们的产品比同类的其他产品要好得多。

4. digital camera 数码相机。

5. in no case 绝不, 无论如何不能(加强语气)。例如, The shipment should, in no case, be made later than May. 这批货绝不会晚于 5 月装运。

6. as per 根据, 按照。

7. recommend 推荐, 建议, 在函电中, 常见的用法有:

(1) recommend that (用虚拟语气, should + v 原形)。例如, Mr. Smith recommended that we enter into business relations for the supply of light industrial products. 史密斯先生建议我们就轻工业产品建立业务关系。

(2) recommend sth. 例如, As we do not produce this type anymore, we recommend type No. 101 to you. 由于我们不生产这个产品, 我们向你们推荐 101 型。

(3) recommend doing sth. 例如, We recommend buying a small quantity for trial. 我们建议试购少量。

(4) recommend sb. to do sth. 例如, We recommend you to buy a small quantity for trial. 我们建议你们试购少量。

7.2.3 样信 3: 卖方还盘

Dear Sirs,

Thank you for your letter dated 3 September, 2002. We very much regret that we are unable to entertain your counter-offer of RMB ¥3,500 per metric ton of polished rice CIF Rotterdam.

We have to point out that your bid is obviously out of line with the current market price, as other companies in your region are buying freely at our quoted price.

For your information, the market is firm with an upward tendency, and there is very little likelihood of any significant change in the foreseeable future.

In view of the above, we would suggest that it is in your interest to accept our offered price, i.e. RMB ¥3,700 metric ton without any delay.

Yours faithfully,

Wordlists:

1. obviously ['ɒbvɪəsli] adv. 明显地, 显然地
2. current ['kʌrənt] adj. 现时的, 当前的, 现行的
3. tendency ['tendənsi] n. 趋势
4. likelihood ['laɪklihud] n. 可能性
5. significant [sɪɡ'nɪfɪkənt] adj. 重要的, 重大的
6. foreseeable [fɔ:'si:əbl] adj. 可预见到的

Notes:

1. letter dated 3 September, 2002= letter of 3 September, 2002, 这里 date 作动词。
2. entertain 考虑, 接受。例如, We are too heavily committed to be able to entertain fresh orders. 我们要处理的订单太多, 很难再接受新的订货。
3. point out 指出。例如, We have to point out that the quality of the goods shipped is not up to the contract. 我们不得不指出, 运来的货物品质与合同规定的不符合。
4. freely 大量地, 乐意地, 无困难地。例如, Goods of the same quality are freely obtainable in the local market. 同等质量的商品可以在本地市场随意买到。
5. the market is firm with an upward tendency 市场坚挺有上涨趋势。
with an upward tendency 有上涨趋势。
with a downward tendency 有下降趋势。
6. There is very little likelihood of any significant change in the foreseeable future. 例如, There is no likelihood of the price going down. 价格没有下降的可能性。

7.2.4 样信 4: 买方要求降价及更改条件

Dear Sirs,

We acknowledge receipt of both your offer of April 8 and the samples of Men's Shirts, and thank you for these.

While appreciating the good quality of your shirts, we find your price is rather too high for the market we wish to supply.

We have also to point out that the Men's Shirts are available in our market from several European manufacturers, all of which are at prices from 10% to 15% below yours.

Such being the case, we have to ask you to consider if you can make reduction in your price, say 10%. As our order would be worth around USD50,000, you may think it worthwhile to make a concession.

As far as settlement is concerned, we would suggest a 30 days draft on D/A. Please advise us if you can accept the terms mentioned.

Yours faithfully,

Wordlists:

1. appreciate [ə'pri:ʃieɪt] vt. 欣赏, 赏识; 感激

2. concession [kən'seɪʃən] n. 让步

3. settlement ['setlmənt] n. 清算, 结账

Notes:

1. while appreciating... 虽然, 但……例如, While we would like to do business with you, we cannot agree to your proposal. 虽然我方很想和贵方交易, 但还是不能接受你们的提议。

2. such being the case 情况既然是这样。

3. be worthwhile to do 值得做某事。例如, It is worthwhile to discuss the problem. 这个问题值得讨论一下。

worth 有(……的)价值, 值……例如, The order we have in hand would be worth around USD100,000. 我方手头上有价值约为 10 万美元的订单。

4. make a...% reduction in price 把价格降低多少。例如, You are requested to make a 10% reduction in your price to attract more customers. 为了吸引更多客户, 请你们降价 10%。

同样意思的表达还有 make a reduction of ...% in price。

5. as far as ... is concerned 就……而言, 这个句型用来引出个人的观点与看法。例如, The coat is fine as far as color is concerned, but it is not very good quality. 这件上衣就颜色来说还不错, 但质量不太好。

7.2.5 样信 5: 卖方接受还盘

Dear Sirs,

We confirm having received your letter of 28th February, asking us to make a reduction of 10% in our price for Printed Shirting.

In fact, our products are sold at a quite reasonable price, if you take the quality into consideration. However, in order to develop our market in your place, we have decided to accept your counter-offer as an exceptional case.

We are pleased to have transacted this business and hope that from now on we shall enjoy business relations profitable to both of us.

Yours faithfully,

Notes:

1. confirm 确认, 证实, 常用于外贸书信的开头, 表示证实自己的去函或收到对方的来函。

(1) confirm sth. 例如, We confirm the order of 200 cases of Iron nails. 兹确认与贵方的 200 箱铁钉的订货。

(2) confirm having done sth. 例如, We confirm having received your goods. 确认收到贵方货物。

(3) confirm that 例如, We confirmed that we have sold you 50 metric tons rice. 我们确认卖给贵方 50 公吨大米。

2. take the quality into consideration 把质量考虑进去。

take... into consideration 把……考虑进去，同义短语：take... into account。例如，Our prices are highly competitive when you take the quality into consideration. 如果你们考虑一下质量的话，我们的价格是很有竞争性的。

3. as an exceptional case 作为特例。

7.2.6 样信 6：买方请求折扣（对第 6 章样信 3 回复）

Dear Sirs,

Thank you very much for your letter of Oct.15 quoting us the latest quotation for your Hisense Brand TV sets inch 46.

Frankly speaking, we are kind of disappointed that you can only offer a reduction of 3% considering our long-term business relations. Furthermore, other manufacturers in your district have adjusted their prices considerably due to the financial crisis.

In the past, we have always been giving your goods special preference, but we must buy at more competitive prices to increase our sales. Unless you can reduce your quotation substantially, we might place our order elsewhere this time.

Your prompt reply would be most appreciated.

Sincerely,

Wordlists:

1. considerably [kən'sidərəbli] adv. 非常地，相当地
2. substantially [səb'stænʃəli] adv. 非常
3. preference ['prefərəns] n. 优先，偏爱

7.2.7 样信 7：卖方反还盘（对第 6 章样信 3 的回复）

Dear Sirs,

Thank you for your letter of Oct.18. We are sorry to hear that our price for Hisense Brand TV sets inch 46 is still too high for you to work on. It cannot be denied that our products are slightly more expensive than similar articles, but our quality, design, function, and after-sales service are far superior to others.

We have done business for quite a long time. We are always ready to offer you a reasonable and competitive price. We have already reduced our previous quotation by 2%, but it still does not seem to satisfy you. Although we are really keen to do business with you this time, we regret that we cannot accept your counter-offer or even meet you halfway.

However, with a view to the longstanding business relations between us, after going carefully into the price again, we decide to cut our margin of point to give you the benefit of a 2% reduction, in hope that this would lead to an increase in business between us and help to extend sales and build up your market.

We trust that this will meet with your approval and strongly recommend you to take advantage

of this exceptional opportunity to accept our proposal as soon as possible.

Sincerely,

Wordlists:

1. superior [su:'piəriə] adj. 上层的, 上好的
2. previous [pri:vi:əs] adj. 以前的

Notes:

1. It cannot be denied that=it must be admitted that。
2. be keen to do 热切想做某事。例如, We are keen to establish trade relations with you on the equal and mutual beneficial basis with you. 我们很想在平等互利基础上与贵方建立贸易关系。
3. be superior to... 优于, 比……好。例如, our product is superior to all competitive products. 我们的产品质量优于所有的竞争产品。
4. meet you halfway 双方各让一步。例如, We regret we cannot conclude business even if we meet you halfway. 即使各让一半, 我们仍不能与贵方成交。
5. meet with our careful attention 得到注意。例如, If this counter-offer meets with your proposal, we will send you our orders immediately. 如果贵方同意我们的还盘, 我们将立即寄去我方订单。

7.3 实用句子

1. We regret to say that, your price is too high and out of line with the prevailing market level. 很遗憾, 贵方价格太高, 与现行市场价不合。
2. To have this business concluded, you need to lower your price at least by 10 percent. 要达成这笔交易, 贵方至少要降价 10%。
3. Our price is reasonable, compared with that in the international market. 我们的价格与国际市场上的价格相比还是合理的。
4. The price of USD100 per set FOB Dalian is acceptable, provided that you increase the quantity of your order to 10,000 sets. 每台 100 美元 FOB 大连价我方可以接受, 但条件是贵方应将订货数量增至 1 000 台。
5. Much to our regret, the price you quoted is on the high side. 很遗憾, 贵方的报价偏高。
6. Our offer is reasonable and realistic. It comes in line with the prevailing market. 我方的报价是合理的、现实的, 符合当前市场的价格水平。
7. We make a counter-offer to you of USD150 per metric ton F.O.B. London. 我们还价为每公吨伦敦离岸价 150 美元。
8. Your counter-offer is too low and we can't accept it. 贵方还价太低了, 我方无法接受。
9. We can't accept your offer unless the price is reduced by 5%. 除非你们减价 5%, 否则我们无法接受报盘。

10. Our counter-offer is as follows: 我们还盘如下:

11. While our price is in line with the prevailing international market rate, we are not in a position to consider any concession in our price, much to our regret. 我们所报的价格完全符合当前国际市场行情, 歉难在价格上作任何折让。

12. You must reduce your price by 2%, otherwise business is impossible. 贵方必须降价 2% 左右, 否则没有成交的可能。

13. In order to encourage business, we are prepared to allow you a discount of 5%. 为促进业务, 我们准备给贵方 5% 的折扣。

14. Your quoted price will deprive us of any profit. 贵方报价使我方无利可图。

15. Considering our long-standing mutual relationship, let's meet half way. 考虑到长期贸易关系, 我们各让一步。

16. I'm sorry. The difference between our price and your counter-offer is too wide. 很遗憾, 我们的价格与贵方还盘之间的差距太大。

17. This is our rock-bottom price, we can't make any further concessions. 这是我方的最低价格, 不可能再让了。

18. In order to conclude the transaction, I think you should reduce your price by at least 3%. 为了达成交易, 我想你们至少得减价 3% 才行。

19. Our goods are moderate in price, about 10% lower than our competitors'. 我们的货物价格公道, 大约比我们竞争者的货价要低 10%。

20. We regret being unable to accept your counter-offer as it is beyond what is acceptable to us. 很遗憾不能接受贵方还盘, 因为这超出我们的接受范围。

21. We are not interested unless your price is reduced to a level in line with the market price. 除非你们把价格降到与市场价格相等, 否则我们不感兴趣。

22. Our goods are of high quality, please draw the attention of your customers to the quality, not the price only. 我方货物质量优良, 提请贵方客户注意质量, 而不只是价格。

23. Information indicates that some kinds of the said articles made in other countries have been sold here at a level about 3% lower than that of yours. 有消息表明, 此地销售的别国生产的产品价格水平比贵方低 3% 左右。

24. While we would like to conclude the transaction with you, we can't reduce the price to the level you suggest because it will leave us with no profit. 虽然我们很想和贵方交易, 但把价格降到你们所说的水平是不可能的, 因为我们将无利可图。

25. As wages and prices of materials have risen considerably, we regret we are not in a position to book the order at the prices we quoted half a year ago. 由于工资和原料价格大幅度上涨, 很抱歉无法按我方半年前所报价格接受订单。

26. To our regret, we are unable to accept your order at the price you request. 很抱歉, 我方不能按贵方所要求的价格接受订单。

27. It needs mutual efforts to bridge the gap. 需要双方的努力来弥合差距。

28. In fact, we have done best to set our price as low as possible without sacrifice of quality. 事实上, 没有牺牲质量, 我们已尽最大努力把我们的价格设得尽可能低。

29. Considering the excellent quality and the continual appreciation of RMB to USD in the past three months, it is almost impossible for us to make any further reduction. 考虑到优良的品质和过去 3 个月人民币兑美元的持续升值。我们几乎不可能做出任何降价。

30. But in view of the special character of your market, we have decided to offer a special discount of 3% if your order is worth over USD50,000. 鉴于贵方市场的特殊性,如果贵方订单超过 5 万美元,我们决定给予 3% 的特殊折扣。

31. In fact, as the continual appreciation of RMB has caused the sharp rise in our export cost, the prices we quoted are exceptionally low. 事实上,由于人民币持续升值已经引起出口成本的急剧上升,但是我方所报的价格非常低。

本章小结

还盘是对原发盘的拒绝和修改。当受盘人不能全部接受发盘内容并且提出修改时,尽管使用了“接受”一词,实际上仍是拒绝发盘或者提出一项新的发盘。通俗地说,这就是交易中的讨价还价过程。交易可以经过多次还盘和反还盘,可以是还价,也可以改变其他交易条件,包括降低价格、改变支付方式、改变交货期、提高佣金和折扣等。

讨价还价本是商家常事,因此无论是报盘还是还盘,在直接清楚说明交易条件的同时,仍要注意显得友好真诚,避免过于强硬冰冷的态度。不能因为一笔交易的不成功而影响以后的商业往来。举例说明,样信 1 中报盘方在说明不接受还盘时,先以 *In view of our long and friendly relations, the price we have quoted you is already the most favorable price and...* 作为铺垫,而不是冷冰冰地直接说 *no counter-offer will be entertained*。还有,在样信 5 中,买方在提出还盘条件后,接着说 *We believe your allowance would help to introduce your goods to our customers*。这就给对方一种感觉,还盘不仅是为了买方自己的利益,也可以增加卖方产品对顾客的吸引力。这正符合了商务书信的体谅原则。

还盘时,如果对方提出过多要求,可以在“既不损人又利己”的前提下区别对待不同的要求。如果要求超出能力范围,拒绝还盘,“晓之以理,动之以情”,应给予适当的解释,或者灵活地在其他“无关痛痒”方面给予“补偿”,采取折中的办法,有条件地接受还盘,以促成交易的达成。

复习思考题

1. Translate the following terms.

- (1) counter-offer
- (2) quotation sheet
- (3) firm offer
- (4) specific inquiry
- (5) retail price
- (6) wholesale price

2. Choose the best answer to complete each of the following sentences.

- (1) We are not in a position to make any reduction_____price.
A. in B. of C. at D. on
- (2) Our price is attractive_____that offered by suppliers elsewhere.
A. compared to B. compared with C. compare to D. compare with
- (3) With a view_____the market at your end we have offered you our bottom price.
A. to promoting B. to promote C. of promote D. into promoting
- (4) We wish to direct your attention to the quality of our products_____ price.
A. subject to B. pass on C. instead of D. in view of
- (5) We agree to reduce your price_____USD160 per pair FOB Shanghai.
A. at B. to C. of D. for
- (6) We have decided to make a further concession_____5% per box in order to help you to increase the business with us.
A. to B. of C. on D. about
- (7) If you could make a reduction_____5% in quotation, please let us know.
A. to B. by C. of D. at
- (8) We feel regretful that you ask us to allow you a commission_____10% on each sale.
A. of B. to C. on D. /
- (9)_____you reduce your price by USD10 per dozen, we will have to decline your offer.
A. Unless B. While C. When D. Except
- (10) While we appreciate your cooperation _____giving us an offer, we regret to say that we are not in the market for this commodity now.
A. about B. in C. to D. with
- (11) It is _____that the matter should still be hanging unsettled.
A. regretful B. with regret C. regretted D. regrettable
- (12) This offer is _____ your acceptance by cable on or before January 10..
A. effective to B. effectively for C. effective for D. effectively to
- (13) Information_____that the market is declining, so we recommend your acceptance.
A. indicates B. demands C. makes D. brings
- (14) Although we appreciate the good quality of your goods, we are sorry to say that your price appears to be_____.
A. of the high standard B. in the high level C. on the high side D. at the high
- (15) We recommend that you_____our branch office for the matter directly.
A. approached B. have approached C. approach D. approaching

3. Translate the following sentences.

- (1) 如果贵方把报盘降价2%，我们才有可能达成交易。
- (2) 请随时告知贵方市场的供货情况。
- (3) 我们不能考虑按贵方价格成交，因为贵方价格与市价不符。
- (4) 原材料成本大幅增长，所以我们不能降价。

- (5) 鉴于我们长期的业务关系, 我们决定降价 2%。
- (6) 你们知道商品的外观对销售有很大的促进作用。
- (7) 贵方的报价比我们能接受的价格高出 8%。
- (8) 坦白地说, 以这一价格我们很容易就可从其他厂家购买到相同质量的产品。
- (9) 鉴于市场的上升趋势, 我们是不会降价的。
- (10) 我们已经将价格降到最低, 因此, 我们不能接受贵方再还盘。

4. Put the following sentences into Chinese.

(1) We are sorry that we are unable to comply with your request for a reduction of 5% in price.

(2) As business has been done extensively in your market at this price, we regret that we cannot accept your counter-offer.

(3) We have cut our price to the limit. We regret, therefore, being unable to comply with your request for further reduction.

(4) We are in receipt of your letter of April 26 offering us 100 sets of the captioned goods at USD135 per set.

(5) While appreciating the quality of your MP3, we find your price is too high to be acceptable. Some MP3s of similar quality or even the MP4s from other countries have been sold here at a price about 20% lower than yours.

(6) We agree to your price, but should like to know if you are prepared to grant us a discount of 5% for the quantity of 2,000.

(7) We regret that it is impossible to accept your counter-offer, even to meet you half way, because the price of raw material has advanced 20%.

(8) Although we are anxious to open up business with you, we regret that it is impossible for us to allow the reduction asked for, because we have cut our prices to the lowest point.

(9) We are not in a position to entertain business at your price, since it is far below our cost.

(10) The prices of raw materials have gone up steadily since May, but we have not yet raised our quotations. In this case, we are not in a position to make any further concession..

5. Translate the following letter into Chinese.

Man Ting Company Limited

3H Road, Jiangnan Foreign Investment Zone, Linhai City

Zhejiang Province. China 317000

Telephone: 86-576-5193355 Fax: 86-576-5193770 Website: www.mt.com

April 23, 2015

John Smith

Ease Trading Co.

17, Avenue Adward

London, UK

Dear Sirs,

We are in receipt of your letter dated April 20, offering us 200 Swiss knives at USD150.

In reply, we have to point out that your price is out of line with the world market. If you can make a little concession, say a reduction of 30%, we may come into terms. It is in view of our long-standing business relations that we make a counter-offer so favorable.

We hope you will accept our counteroffer and await your favorable news.

Yours faithfully,

6. Translate the following letter into English.

写信人：广东德森进出口公司

收信人：989 Broad Street,

地址：广州德政南路 52 号

Rotterdam, Holland

电话：86-020-83556678

敬启者：

自行车还盘

谢谢贵方对标题下的自行车报价的来信。我们虽然赞赏你们自行车的质量，但价格太高不能接受。请参阅第 89SP-754 号售货确认书，按此售货书确认我方订购了相同牌号的自行车 1 000 辆，但价格比贵方现报价格低 10%，自从上次订购以来，原材料价格跌落很多，这里你们自行车的零售价也下跌了 5%，接受贵方现时的报价意味着我们将有巨大亏损，更不用谈利润了。然而如果你们至少降价 1.5%，我们非常愿意向贵方续订。否则，我们只能转向其他供应者提出类似需求。我们希望你们认真考虑我方建议，并及早答复我方。

谨上



Chapter 8

Placing Orders and Executing Orders



本章相关专业知识简介

在经历了询盘、报盘和往返多次的还盘之后，在双方都同意的情况下，买方就会下订单。订货函是买方接受卖方报价函后，向卖方发出的货物订购要求的商务信函。订货函可以采用一般商务书信的形式，买方需在订货函中标明商品目录编号或型号，准确无误地说明所需货物的品名、规格、品质、等级、数量等细节，并交付清楚单价、包装、装运方式、装运时间、交货时间和地点等各项交易条件。但很多时候为了方便，也采用统一印刷格式的订货单。订货单包括以下七项主要内容：商品名称、数量规格、价格、包装方式、装运条件、付款条件及对方需要提供的单据。另外，还有订单编号、日期和经办人签名。订单的主要特点是准确和清楚。无论是商品价格还是规格，不允许出现打印、抄写或数字方面的错误；不允许模棱两可或含混不清，否则在履行时容易发生不必要的损失与争议。总之，写订购函最重要的是保证信息的精确、清楚。

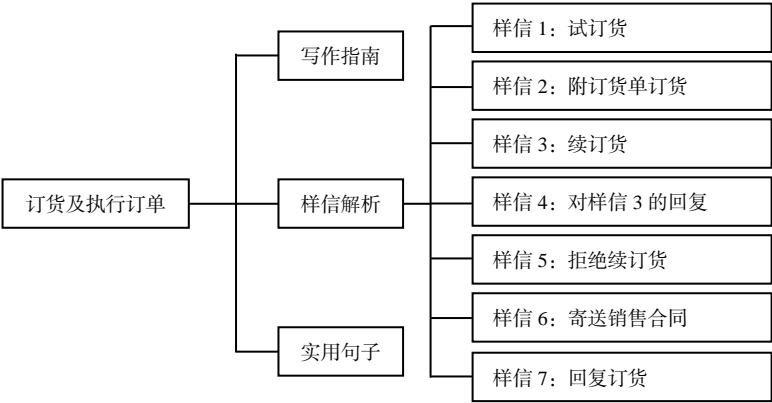
通常来说，当卖方在收到买方订货函后，一般应立即做出回复，表明是否接受买方订货。如接受，则要对买方提出的货物数量、交货期、货款金额等订购条件进行确认。如卖方因供不应求等各种原因无法接受订单，也应及时回函，向买方说明情况并表示歉意。如无买方要求的货而有类似的货，卖方也可向买方推荐其他合适的替代货品。如果不能按买方的要求时间交货，应告诉买方可能的交货日期，并强调公司为尽早交货所做的努力。如果买方的订货函中有任何不妥或遗漏之处，不应指责买方，只能在感谢买方之后，策略地请买方说明；如果不满意买方所列的条件，怀疑买方信用，或无现货供应等原因，卖方不能接受买方订单，也要回函说明原因。拒绝接受订单的信函要注意语气的委婉，要为友好关系和未来交易留有余地。

经一番讨价还价后，如果一切顺利，实现双赢或共赢局面，交易双方就会达成交易，成交后就进入了签约阶段。签约函就是出口商在向进口商寄送出口合同或销售确认书时随附的短信，其目的是要告知对方销售合同已经寄出，希望对方予以会签。

本章学习目标

- 掌握如何下订单；
- 掌握订货函的写作；
- 掌握确认订货函的写作；
- 掌握拒绝订货函的写作。

学习导航



8.1 写作指南

8.1.1 订货函的写作要点

- (1) 感谢卖方的报价或寄来的样品或商品目录等，表示愿意订购的意图。
- (2) 订购商品的名称、规格、数量、单价、货号、总值等（为使内容更明晰，这部分可列表）。
- (3) 提出自己的要求，如强调质量、交货期等。很多时候为了让卖方放心，还要表明付款方式。
- (4) 激励卖方迅速认真地执行订单，或对未来提出良好的希望。

8.1.2 确认订货函的写作要点

- (1) 对收到买方的订单或订货函表示高兴或感谢，并确认接受买方的订购。
- (2) 可有选择地重复订单或订货函的某些内容，如货物名称、规格、数量、价格、包装、装运、付款等内容或附寄合同。
- (3) 向买方保证按买方要求及时执行买方的订单，备好货物，必要时，可强调所订货物的卖点或优势。寄上已签妥的销售确认书或合同，希望予以会签。
- (4) 希望收到买方的货款或信用证，以便及时装运，并希望再次收到买方的订单。

8.1.3 婉拒订货函的写作要点

- (1) 表示订单已收到，并感谢买方对自己的信任。
- (2) 向买方说明无法接受订货的原因，并表示歉意。
- (3) 若有可提供的替代货物，可加以推荐。
- (4) 向买方表示，今后若有机会愿再合作的愿望。

8.2 样信解析

8.2.1 样信 1: 试订货

BUSINESS CORRESPONDENCE INSTITUTE

Hui Zong An, Beijing, China

Tel: 010-68234171 Fax: 010-68234173

Our ref: TR/2617

Your ref: JS/5813

July 12, 2014

Mr. K. Huang
65 Nathan Road
Kowloon
HONG KONG

Dear Sirs,

Thank you for your offer of July 6 together with patterns of Printed Shirting. We find both quality and prices satisfactory and are pleased to place a trial order with you for the following items on the understanding that they will be supplied from stock.

Quantity	Pattern No.	Prices
40,000 yards	191	USD11 per yd
30,000 yards	193	USD14 per yd
40,000 yards	195	USD18 per yd

(All the prices are FOB Shanghai.)

We expect to find a good market for the above and hope to place further and large orders with you in the near future.

Our usual terms of payment are cash against documents payment 60 days and we hope they will be acceptable to you. Meanwhile, should you wish to make enquiries concerning our financial standing, you may refer to our bank the National Bank of Nigeria, Lagos.

Yours faithfully,

Wordlists:

1. pattern ['pætən] n. 花样, 图案
2. satisfactory [sætɪs'fæktəri] adj. 令人满意的
3. document ['dɒkjumənt] n. 单据
4. confirmation [kən'fɜːmeɪʃən] n. 确认 (抽象名词); 确认书 (具体名词)
5. duplicate ['djuːplɪkɪt] n. 完全一样的东西; 复制品; 副本

Notes:

1. place an order with you for sth. 向某人订购 (下订单) 某物。例如, We are placing an order with you for 100 pieces of printed shirting. 现向贵方订购 100 匹印花细布。

在函电中, 有关订单的表达: regular order 长期订货; trial order 试订单; duplicate order 重复订单; first/ initial order 首批订单; substantial/big/large/considerable/great/heavy order 大订单; repeat order 续订单; fresh order/new order 新订货; previous order 上次订货; standing order 长期订单。

与动词搭配常用的短语: decline an order 拒绝订单; accept your order 接受贵方订单; execute/ carry out/ fulfill/ fill an order 执行订单; cancel an order 取消订单; confirm an order 确认订单; withdraw an order 撤回订单。

2. on the understanding that 在……条件下, 以……为条件。例如, We will place an order on the understanding that the price remains unchanged. 在价格不变的条件下, 我方将订货。

3. be supplied from stock 现货供应 from stock 从库存中供应, 供现货。例如, Your order can be supplied from stock. 你的订单现货供应。

4. find a good market for sth. 为……找到好的销路。例如, For these new products, we expect to find a good market in China. 对于新产品, 我们希望能在中国找到好的销路。

5. cash against documents 译为“付现交单 (简称 CAD)”。

6. meanwhile 同时, 类似于 at the same time。

7. concerning 有关, 关于 covering 包括……的, 涉及……的, 有关……的。例如, We enclose our Sales Contract No. 66 covering this transaction. 我方随函附上这笔交易的销售合同 66 号。

8. refer to 咨询, 参阅。例如, If you want to investigate our financial standing, you may refer to the Bank of China. 如果你们想调查我方财务状况, 请咨询中国银行。

**小提示: refer to sth. 与 refer sb. to sth. 的区分**

refer sb. to sth. 请某人参阅 (查询)。例如, As to our financial standing, we refer you to the Bank of China. 关于我方财务状况, 我们请贵方查询中国银行。

refer to sth. 提及 (谈及) 某事, 查阅某事。例如, We refer to your letter of April 4. 我方查阅贵方 4 月 4 日来信。



知识链接

为何进行试订货

事先寻求销售资料，试行订购，并证明品质优良再予正式订购，有助于卖方加倍留心产品质量，试订货是买方的明智之举。试订货为避免卖方漫不经心履行订单，可以暗示再追加订购之意，提醒卖方认真对待。初次订货，交易条件应当尽量完整、具体，避免产生误解和纠纷。如果是老客户，可采用灵活的订单方式。

8.2.2 样信 2：附订货单订货

Toronto Imp. & Exp. Co., Ltd.

J. Peterson & Co.

257 Broadway

Toronto, Canada

Dear Sirs,

We thank you for your letter of July 2 and are glad to inform you that your samples are satisfactory. Enclosed please find a copy of our Order No.237 for four of the items.

We are pleased to have transacted this first business with your corporation and look forward to the further expansion of trade to our mutual benefit.

Yours faithfully,

Encl.: Order No. 237

Order Form

Order No. :237

Date: July 20, 2014

Dear Sirs,

We have the pleasure of placing with you our order for the under-mentioned goods on the terms and conditions stated as follows:

Quantity	Description	Catalogue No.	CIF Toronto Net
2,000 dozen	Brown Bear	KB 2677	USD50/per dozen
3,000 dozen	Toy Cat	KP 2273	USD70/per dozen
5,000 dozen	Twin Tiger	KC 2048	USD60/per dozen
3,000 dozen	Charming Pig	KF 2075	USD80/per dozen

Packing: in cotton cloth bales.

Shipment: prompt shipment from Shanghai.

Payment: by irrevocable L/C payable by draft at sight.

We have instructed our bank to open a L/C for the amount of this order. You will soon hear

from your bank.

Yours faithfully,

(Signature)

W. Black

President

Wordlists:

1. transact [træns'ækt] vt. 交易，处理
2. expansion [iks'pænjən] n. 扩展
3. bale [beil] n. 大包
4. instruct [in'strʌkt] v. 指示

Notes:

1. enclosed please find 随函寄去，请查收。例如，Enclosed please find a complete set of shipping documents. 随函寄去一整套货运单据，请查收。

2. transact this first business 达成交易的多种说法：transact / close / put through / finalize / conclude a business / transaction 或 come to terms。

3. to our mutual benefit 使双方都获利。例如，We hope your prices will be workable and that business will materialize to our mutual advantage. 我们希望贵方价格行得通，业务得以成交，使双方都有利。

4. under-mentioned goods 下述的货物。例如，We have not received the under-mentioned goods. 我们尚未收到下述的货物。

8.2.3 样信 3：续订货

D&D Department Store

23 Regent Street

London

UK

3 June 2011

China National Import & Export Corp.

Beijing Branch

Beijing

China

Dear Sirs,

Re: Smart Choice

We have received the goods under Sales Confirmation No. 5467. We are glad to inform you that Smart Choice is very popular with children here.

We believe we can sell additional quantities. We would like to place a repeat order for 100

more for type I and type II respectively on the same terms as stipulated in the above Sales Confirmation.

As we are in urgent need of the goods, please effect shipment as soon as possible.

Yours faithfully,

Good Value Department Store

Wordlists:

1. additional [ə'dɪʃənəl] adj. 追加的, 额外的
2. respectively [rɪ'spektɪvli] adv. 分别地, 各自地

Notes:

1. repeat order 续订订单, 续订的货物。

repeat order 与原订单除装运期不同外, 价格、数量及详细规格也可能不同。若只是装运期不同, 其他一些条件都相同, 则称为 duplicate order。

2. be popular with... 受……的欢迎。



知识链接

什么是续订订单

续订订单是经历了试销订单和正式订单后的举措。续订订单的原因: 买方急切需要货物或买方对试订货很满意希望追加订单。如果卖方产品质量过硬、价格有优势、信誉好、服务好、及时有效地跟客户沟通, 客户会源源不断地返单, 续订单也会不催而来。

8.2.4 样信 4: 对样信 3 的回复

China National Import & Export Corp.

Beijing Branch

Beijing

China

June 10, 2011

D&D Department Store

23 Regent Street

London

UK

Dear Sirs,

Re: Your order for Smart Choice

We are very pleased to receive your order of June 3 for Smart Choice.

We accept your order on the terms and conditions stated in your letter as follows:

Quantity	Article No.	Prices (net)
100	type I	USD20 per unit CIF Liverpool

100 type II USD20 per unit CIF Liverpool

Total USD4,000

Payment: by irrevocable L/C payable by draft at sight

You may rest assured that we shall do our best to execute the order to your satisfaction. Please open the relevant L/C immediately to enable us to make prompt shipment. We wish to point out that stipulations in the L/C must strictly conform to the terms in our Sales Confirmation so as to avoid subsequent amendment.

We are enclosing our Sales Confirmation No.216 in duplicate. Please sign and return one copy for our file at your earliest convenience.

We thank you again for the above order and hope that this will lead to a long-term cooperation between us.

Yours faithfully,

Wordlists:

1. relevant ['relivənt] a. 有关的
2. satisfaction [sætɪs'fækʃən] n. 满意, 满足
3. stipulation [stɪpu'leɪʃən] n. 条款规定, 条款 (适用于合同、规定、信用证等)
4. strictly ['striktli] adv. 严格地
5. avoid [ə'vɔɪd] v. 避开, 避免
6. subsequent ['sʌbsɪkwənt] adj. 以后的
7. amendment [ə'mendmənt] n. 改正, 修正

Notes:

1. to sb's satisfaction 使人满意。



小提示: satisfy 不同词性的表达方式

(1) satisfy sb. 例如, Your sample satisfies us. (satisfy 作使动词) 贵方样本使我方满意。

(2) sb. be satisfied with sth. 例如, We are satisfied with your sample. (satisfy 作形容词) 我们对贵方样品满意。

Your sample is found to our satisfaction. (satisfaction 作名词) 贵方样品令我方满意。

(3) be satisfactory. 例如, Your sample is found (to be) satisfactory. (satisfactory 作形容词) 贵方样品是令人满意的。

2. conform to... 与……相一致。例如, Please see to it that the L/C stipulation conform strictly to the terms of the contract so as to avoid subsequent amendment. 请务必注意信用证的条款与合同的条款严格一致, 以避免日后的修改。

3. in duplicate 一式两份, 外贸业务中常用的类似表达还有: in triplicate 一式三份; in quadruplicate 一式四份; in quintuplicate 一式五份。

4. to sign and return one copy of ...for our file 签退一份以供我方存档。例如, These documents will be arranged for our file in order to be consulted. 要把这些文件整理好存档以备

查阅。

相似的表达还有：for your reference 以便贵方参考；for your information 告知贵方。

5. at one's earliest convenience 尽快，于您方便时，是请对方尽快采取行动非常礼貌的说法。这暗示写信人希望对方赶快完成某个行动，但是听起来没有 as soon as possible（尽快）或 immediately（立刻）那么急。例如，Please inform us of your decision at your earliest convenience. 请在你们方便的时候尽早告知我们你们的决定。

8.2.5 样信 5：拒绝续订货

Dear Sirs,

Thank you for your repeat order for 200 units of Smart Choice. We are very pleased to know that Smart Choice sells well in your market.

At present the demand for Smart Choice is very heavy. We are running out of stock. The manufacturer is heavily committed for months ahead. Therefore, we regret we can not entertain your order immediately as we did last time. However, if you could accept later delivery we shall contact you again as soon as the supply position improves.

We are enclosing a catalogue, which contains all of the particulars of our products. We shall do our best to satisfy you if you need any of them. We can assure you that we shall give your orders our best attention.

Yours faithfully,

Encl.

Wordlists:

1. stock [stɒk] n. 存货，库存
2. commit [kə'mit] v. 承担任务，接受订单，答应负责
3. delivery [di'livəri] n. 交付，交货
4. contain [kən'tein] v. 包含

Notes:

1. run out of stock 用完存货。注意下面两个短语用法：in stock 有现货；out of stock / no stock 无货。例如，Sewing machine is out of stock now. 缝纫机现在没有货。

As the goods you ordered are now in stock, we will ship them without fail as early as possible. 因为贵方订货尚有存货，本公司将一定尽快发运。

2. to be heavily committed 承担任务，接受订货。例如，The manufacturers are heavily committed for many months to come. 生产商以后几个月的订单全都满了。

3. supply position 状况，环境。例如，We have duly noted your requirements for cotton, but regret being unable to supply at present. We will certainly revert to this matter as soon as our supply position takes a turn for the better. 我们遗憾地通知，你所需棉花的总量因为缺货无法提供。一旦我们的供给状况好转，我们会重新联络你。

8.2.6 样信 6: 寄送销售合同

Dear Sir or Madam,

Subject: Your Order No. 223-CS002

Thank you for your order No. 223-CS002 for 1000 TCL Brand TV sets which you faxed us yesterday. We are glad to tell you that all the items can be delivered by the end of October.

Enclosed you will find our Sales Contract No.122 in triplicate. Please sign and return one copy to us for our file.

We trust you will open the relative L/C in our favor at an early date. Meanwhile, you may rest assured that we shall effect shipment with no delay upon receipt of the L/C.

We appreciate your co-operation and look forward to your further orders.

Yours truly,

Notes:

1. deliver 交付, 交货, 作动词。例如, In view of the fact that we are fully committed at the moment, your order can not be delivered in advance. 由于我们有大量订单尚未交货, 故贵方订货不能提前付运。

delivery 交付, 交货, 作名词。

相关词组: delivery date 交货; take delivery of 提货; make delivery of 交货

2. in your favor 以贵方为受益人。in sb.'s favor/ in favor of sb. 以……为受益人, 以……为抬头人。例如, The letter of credit has been opened in your favor. 以贵方为受益人的信用证已经开立。

8.2.7 样信 7: 回复订货

Nanjing Electrical Appliances Imp.& Exp. Corp.

Nanjing, China

March 10, 2014

Smith Trading Co.

New York, U.S.A.

Dear Sirs,

We appreciate very much your confidence in series of our electrical appliances.

Due to the cold weather, there is an especially high demand for electrical heaters in (during) this season. At present, we are out of stock of the brand you ordered (required/needed). However, the manufacturer has promised to further continue supplying the items by the end of the month. If you can wait until then, we will deliver promptly the goods you need.

Since the year 1952, our company has manufactured electrical appliances of high quality and has enjoyed more and more markets in many countries. We send you, by separate cover, our new sample book, introducing the similar products which we have produced recently. As one

of our regular customers, we will allow you a 2% special discount, if we receive your order before March 20.

We are looking forward to having the opportunity of serving you.

Sincerely yours,

Nanjing Electric Appliances Imp.& Exp. Corp.

8.3 实用句子

8.3.1 订购商品

1. We are pleased to enclose Order No.AV-13 in duplicate for 10 sets of EPSON printing machines. 很高兴随信附上一式两份我方第 AV-13 号订单, 订购 10 台爱普生打印机。

2. We find both the price and quality of your products satisfactory and are pleased to give you an order for the following items provided that they will be supplied from stock at the prices named. 我们对贵方产品的价格和质量都很满意, 现寄上订单一份订购下列产品, 要求按指定价格以现货供应。

3. Your samples of children's toy received favorable reaction from our customers, and we are pleased to enclose our order for children's toy. 我方客户对贵方儿童玩具样品反映良好, 现高兴地附上儿童玩具的订单。

4. This is a trial order. Please send us 35 sets only so that we may tap the market. If successful, we will give you larger orders in the future. 此是试订单, 请先发来 35 台, 以便开发市场, 如成功, 随后必有较大订单。

5. Please supply in assorted colors: preferably 6 dozen each of red, yellow, green, blue and brown. 请按下列颜色搭配供货, 最好红、黄、绿、蓝及棕色各 6 打。

6. We can accept your offer on these terms, and are pleased to place an order for 50 cases of china tea sets. 我们可按此条款接受贵方报盘, 并且很高兴向贵方订购 50 箱陶瓷茶具。

7. With reference to your quotation, we enclose our order for immediate delivery. 兹提及贵方报价, 我们随附订单要求立即装运。

8. Enclosed is our order for 300 sets of Transistor Radios T432. 随函附上我方所订 300 台 T432 型晶体管收音机的订单。

8.3.2 确认订单

1. We are very pleased to receive your order and confirm that all the items required are in stock. 本公司已收到贵公司订单, 至感欣慰。贵方所需的各项产品, 均以现货供应, 特此奉告。

2. In view of your urgent need of the goods and the good relationship between our two parties, we have decided to accept your order in spite of the current tight supply position. 鉴于贵方急需此货以及你我双方的友好关系, 尽管目前供货很紧, 我方仍决定接受贵方订单。

3. Although your price is below our level, we accept your order in view of our initial business. 虽然贵方价格比我们的低, 但考虑到这是我们之间第一笔交易, 就接受贵方订货了。

4. As some items under your order are beyond our business scope, we can only accept your order partially. We hope this will not cause your inconvenience. 由于贵方订单项下的货物超出了我方的经营范围, 我方只能部分接受贵方订单。希望这样做不致给贵方带来不便。

5. We can offer you a substitute which is the same price and of similar quality to the goods ordered. 我们可以提供给贵方价格一致、质量基本相同的替代品。

8.3.3 拒绝订单

1. Since your order covers so big a quantity, we are unable to meet your requirements for the moment, but we will do our utmost to secure supply for you, and whenever the position improves we will not fail to let you know. 因为贵方订单数量很大, 我们目前不能满足需求, 但是我们将尽最大努力为贵方获取货源, 一旦情况好转, 一定告知。

2. Because we are already heavily burdened with outstanding orders, it is impossible for us to accept new orders for delivery within this year. 由于我方目前已承担过多的订单, 因此无法接受今年之内交货的新订单。

3. Unfortunately, the recent rush of orders for our goods has made it impossible to promise shipment earlier than May. 不巧, 由于大批订单涌到, 我们不能答应早于 5 月前装运。

4. We regret to inform you that the goods ordered are out of stock. 很遗憾地通知贵方, 所订货物暂时无货。

5. We regret that we have to decline this order as we are running out of the stock. 很遗憾, 由于没有现货不得不拒绝订货。

8.3.4 签约函

1. We are enclosing our S/C No.12 in duplicate. 随函附上第 12 号合同一式两份。

2. You will receive our S/C and please countersign and return one copy to us for file. 你们将收到我方合同, 请会签并退回一份供我方存档。

3. Our S/C No.12 in two originals was airmailed to you. 航空邮寄给贵方第 12 号合同, 一式两份。

4. We are glad to have concluded this transaction with you by sending Sales Confirmation No. 4332. 很高兴与贵方达成交易, 寄去第 4332 号售货确认书。

5. We enclose our Sales Contract No. 66 covering this transaction. 我方随函附上这笔交易的售货合同第 66 号。

6. Enclosed please find a copy of our Order No.237 for four of the items. 随函寄去四种产品订单第 237 号一份, 请查收。

本章小结

订货函是买方向卖方发出的订购货物的书面通知, 要求买方按订单所列的各项条件发货。现在, 许多公司喜欢使用正式打印好的订货单, 因其既节省时间又能保证没有遗漏任何重要细则。但是有一些小公司, 仍使用订货函的方式订货。写订货函时, 开头就直接说明订购的意图; 订货函一般包括商品的名称、品质、数量、包装、价格条件、支付条件以及需要对方提供的单据等; 订单经买卖双方确认后就成为对双方都具有法律约束力的合同, 也成为日后开立信用证的依据, 所以订单的准确性非常重要, 任何错误都可能造成不可挽回的损失。同样, 订单内容必须详细、清楚、准确, 不论是商品的价格还是商品的规格都应做到准确无误, 否则会带来不必要的损失与麻烦。

卖方收到订货函后应及时回复。订单一旦被接受, 就具有法律约束力并要求买卖双方履行合同, 卖方应该严格依照订单备货并交货。如果买方发现商品质量低于订单标准, 买方有权要求减价、换货, 或者取消订单, 甚至索赔。如果卖方无法提供买方所需要的货物, 则最好介绍一些合适的替代品; 如果买方所需货物的价格和规格发生了变化, 卖方则提出还价并劝买方接受, 但要注意: 写拒绝接受订货的信时, 必须非常谨慎, 应为日后有可能的交易留下余地。

在进出口交易中, 一方的发盘或还盘被另一方无条件接受, 合同关系即宣告成立。在成交签约阶段, 实际业务中常常要撰写成交签约函、接受函, 可以根据磋商过程中的函电内容缮制合同, 并给对方寄发销售确认书或销售合同, 要求会签确认。

复习思考题

1. Translate the following terms.

- (1) first order
- (2) repeat order
- (3) purchase confirmation
- (4) trial order
- (5) counter-signature
- (6) S/C (Sales Confirmation)

2. Choose the best answer.

- (1) _____ heavy commitments, we cannot accept any fresh orders.
A. Since B. Because C. Owing to D. In addition
- (2) We can hardly _____ an agreement with you since your quotation is _____ to us.
A. reach, accepted B. reach, unacceptable
C. arrive, accepting D. arrive, acceptable
- (3) Owing to heavy commitments, we are not _____ a position to accept fresh orders.
A. in B. on C. for D. at
- (4) We are glad that the deal for 1,000 cases of toys has been brought to a _____.

A. conclude B. conclusion C. concluding D. concluded

(5) Enclosed is our S/C No. HM-1243 in duplicate, please _____ and return one copy for our file.

A. countersign B. undersign C. underwrite D. signature

(6) Our _____ of sale are as shown.

A. term and condition B. termination and conditioning
C. terms and conditions D. terminations and conditionings

(7) We confirm _____ your S/C dated Feb. 23, 2004.

A. have received B. has received C. had receiving D. having received

(8) Please reply _____ your earliest convenience.

A. at B. on C. in D. for

(9) We trust that you will _____ our order with special care..

A. refer to B. deal in C. attend to D. dispose of

(10) The business is _____ on a CIF _____.

A. conclude, base B. conclusion, basic
C. concluding, based D. concluded, basis

(11) Since this _____ is concluded successfully, he is obliged to give up the idea of destroying it.

A. purchase B. transaction C. order D. contract

(12) The L/C terms should be _____ extra conformity _____ the stipulations in our S/C.

A. in, with B. in, of C. with, in D. with, of

(13) We will _____ you of the time of delivery as soon as we make preparation.

A. mention B. note C. learn D. inform

(14) In order to ensure the requested shipment, please open the covering L/C _____ should reach us 30 days prior to the date of delivery.

A. which B. in which C. on which D. of which

(15) _____ our order of June 17, we will keep you well advised of the relative development.

A. With reference to B. Regards to C. Regards on D. With reference on

3. Translate the following sentences into English.

(1) 很遗憾, 不能接受贵方第 324 号订单。

(2) 由于原材料短缺, 制造商不能接受任何新的订单。

(3) 考虑到我们长期的合作, 才给贵方如此优惠的价格, 建议贵方毫不迟疑地接受我方价格。

(4) 我们希望再次收到贵方订单。

(5) 由于大量承约, 我们不能接受新订单, 但是一旦新货源到来, 我们将随即去电与贵方联系不误。

(6) 如果贵方价格有竞争力, 我们相信我们之间能达成大量的交易。

(7) 我方在 12 月 1 日的信中通知贵方, 我们愿与贵方订购 500 台摩托车。

(8) 我们很高兴寄上售货合同第 2060 号一式两份, 请贵方签字并退回一份, 以备我方存档。

(9) 我们很高兴与贵方已经达成交易。

(10) 一收到信用证, 我们就根据贵方的订单及时安排装运。

4. Translate the following sentences into Chinese.

(1) If this first order is satisfactorily executed we shall place further business with you.

(2) We have received your letter of May 23 along with your order sheet No 215/1427 in triplicate and take pleasure in placing an order with you for the said items.

(3) Thank you again for this trial order, we sincerely hope it will lead to further business.

(4) We appreciate your order No.304 for 3,000 pieces of women's shirts. We are pleased to accept your terms. Enclosed is a copy of our Sales Note.

(5) As this is a trial order, we trust you will attend to it with special care.

(6) We thank you for giving us a trial and promise that your order will be dealt with promptly and carefully.

(7) We thank you for your quotation of May 28 and are pleased to place a trial order for your electrical product.

(8) Enclosed please find our Sales Contract No. 986 in duplicate. If you find everything in order, please sign and return one copy for our file.

(9) We confirm having accepted your Order No. 85 for 100,000 yards of Cotton Prints, Art. No.1002.

5. Translate the following passage.

敬启者:

事由: “鸚鵡”牌白水泥

作为我们最近传真往来的结果, 现高兴地确认向贵方按下述条件订购 1 000 长吨标题所述商品:

商品: “鸚鵡”牌白水泥

数量: 1 000 长吨

价格: CFR 热那亚每长吨 30.00 英镑

包装: 六层牛皮纸 (6-ply kraft-paper bag) 装, 每袋净重约 110 磅

规格: 5578—9 型

总价: 3 万英镑

装运: 2013 年 1 月一批或分两批从青岛运往热那亚, 最好用直达轮运

付款条件: 以贵方为受益人的保兑的不可撤销的信用证, 凭即期汇票付款

很高兴与贵方达成首次交易, 盼望日后扩大贸易实现互利。

附件: 售货确认书

谨上

6. Translate the following passage.

(1) Invitation to offer

ABC Trade Co.

6 AKALAHOMA AVENUE, OSAKS, JAPAN

Oct.12, 2007

Dear Sir,

We are pleased to note from your fax of Oct.10 that as exporters of food stuffs, you are interested in establishing business relations with us, which is also our desire.

At present, we are in the market for superior white sugar, and shall be glad to receive your best quotations for them, with indications of packing, for December shipment, CIF Osaka, including our commission of 2%.

We await your early reply.

Yours faithfully,

(2) Offer

Oct.13, 2007

Dear Sir,

Re: SWC Sugar

We have received your letter of Oct.12, asking us to offer the subject sugar for shipment to Japan and appreciate very much your interest in our product.

We are offering you upon your request as follows:

1.Commodity: Dalian Superior White Crystal Sugar

2. Packing: To be packed in new gunny bag of 100kgs each

3.Quantity: 10,000m.t

4. Price: U.S. dollars one hundred and twenty (USD120.00) Per m/t CIFC2% Osaka

5.Payment:100% by irrevocable L/C payable by draft at sight in our favor for the full invoice value

6.Shipment: in December, 2007

PLS pay attention to the fact that we have not much ready stock on hand.

Therefore, it's important that, to enable us to effect shipment, your L/C should be opened in time if our price meets with your approval.

Our offer remains effective until Oct.27, 2007.

Yours faithfully,

(3) Counter-offer

Oct.13, 2007

Dear Sir,

We have received your offer of today with thanks.

While appreciating the good quality of your goods, we find your price is rather too high for

the market we wish to supply. We also point out that very good SWC Sugar available in our market from several European manufacturers, all of them are at prices from 10%-15% below yours. Such being the case, we have to ask you to consider if you can make a reduction in your price, say 10%. As our order would be around USD1 million, you may think it worth while to make a concession.

We are looking forward to your early reply.

Yours sincerely,

(4) Counter-Counter-Offer

Oct.13, 2007

Dear Sir,

Re: SWC Sugar

We learn from your fax of today that our price is found to be on the high side.

Much as we would like to cooperate with you in expanding sales, we are regretful that we just cannot see our way clear to entertain your counter-offer, as the price we quoted is quite realistic. In fact, we have received lots of orders from various sources at our level.

If you see any chance to do better, please let us know. On account of a limited supply available at present, we would ask you to act quickly.

Yours faithfully,

(5) Acceptance

Oct.14, 2007

Dear Sir,

We have received your fax of Oct.13, 2007.

After due consideration, we have pleasure in confirming the offer and accepting it:

- 1.Commodity: Dalian Superior White Crystal Sugar
2. Packing: To be packed in new gunny bag of 100kgs each
- 3.Quantity:10 000m.t
4. Price: U.S. dollars one hundred and twenty (USD120.00) Per m.t. CIFC2% Osaka
5. Payment:100% by irrevocable & confirmed L/C payable by draft at sight in our favor.
- 6.Shipment: in December

Please send us a contract and thank you for your cooperation.

Yours sincerely,

Chapter 9

Filling in the Contract

本章相关专业知识简介

签订书面合同是进出口交易磋商的最后环节，合同的订立标志着买卖双方磋商交易阶段的结束。合同具有法律效力，一经订立，以后的贸易活动都应依据合同条款为依据。在国际贸易中，进出口贸易书面合同的名称和形式，均无特定的限制，经常出现的名称有合同（Contract）、确认书（Confirmation）、协议书（Agreement）和备忘录（Memo）。其中以采用合同和确认书两种形式的居多。

合同和确认书可以由双方任何一方起草，分别称为售货合同/确认书、购货合同/确认书。不管它们有怎样的叫法，对双方都有约束力。售货/购货合同比售货/购货确认书正式，并且含有更多的细节。前者通常包含商品名称、规格、数量、包装、唛头、价格、装船、装运港、目的港、付款方法以及有关保险、商检、索赔和不可抗力等条款，而后者只包含主要几项条款。另外，售货或购货合同对价值和数量较大的交易较为合适，因为合同制定了详细的条款以免产生争议。如果数量不大或交易是通过代理或独销协议来进行的话，人们就经常使用售货确认书。（参见合同样本）

合同的内容通常包括三个部分：约首、约文和约尾。约首（Head of the Contract）通常包括合同名称、合同号码以及双方当事人的名称、地址、电传或传真号码等。约文（Body of the Contract）通常包括定义条款以及对各项交易条件的具体规定，包括品名条款、品质条款、数量条款、包装条款、价格条款、装运条款、保险条款、支付条款、商检条款、索赔条款、不可抗力条款、仲裁条款等条款。约尾（End of the Contract）要指明合同的正本份数、使用的文字效力、合同的准据法等，并由双方签字当事人落款签字、盖印等。

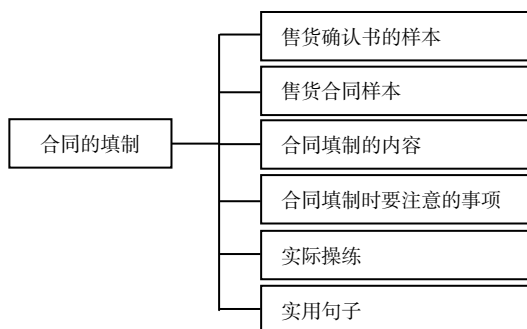
合同的主要条款包括：

- （1）品名及规格（Commodity name and specification）。
- （2）数量（Quantity）。
- （3）包装（Packing）。
- （4）价格（Price）。
- （5）装运/交货（Shipment/Delivery）。
- （6）保险（Insurance）。
- （7）付款（Payment）。

本章学习目标

- 熟悉合同的主要形式、基本内容和主要条款等；
- 掌握合同中主要条款的英文习惯表达方法；
- 熟悉英文贸易合同的填制方法；
- 能根据汉语合同填制英文合同；
- 能根据来往商务英文信函填制英文合同。

学习导航



9.1 售货确认书的样本

<div style="font-size: 1.2em; font-weight: bold; margin-bottom: 5px;">售货确认书</div> <div style="font-weight: bold; margin-bottom: 10px;">SALES CONFIRMATION</div>			
卖方 SELLERS: 买方 BUYERS:		编号 No. : 日期 DATE: 地点 SIGNED IN:	
买卖双方同意以下条款达成交易： This contract is made by and agreed between the BUYER and SELLER, in accordance with the terms and conditions stipulated below:			
1. 品名及规格 Commodity & Specification	2. 数量 Quantity	3. 单价及价格条款 Unit Price & Trade Terms	4. 金额 Amount
Total:			

允许溢短装, 由卖方决定

With more or less shipment allowed at the sellers's option.

5. 总值

Total Value

6. 包装

Packing

7. 唛头

Shipping Marks

8. 装运期及运输方式

Time of shipment & means of Transportation

9. 装运港及目的地

Port of Loading & Destination

10. 保险

Insurance

11. 付款条件

Term of Payment

12. 备注

Remarks

The Buyer

(signature)

The Seller

(signature)

9.2 售货合同样本

Sales Contract

售货合同

No. (编号):

Date (日期):

The Buyers (买方):

The Sellers (卖方):

The Buyers agree to buy and the Sellers agree to sell the following goods on terms and conditions as set forth below:

双方同意按下列条款由卖方售出下列商品:

(1) Name of Commodity, Specifications and Packing (商品名称、规格及包装):

(2) Quantity (数量):

(3) Unit Price (单价):

(4) Total Value (总值):

(Shipment Quantity $\times \times$ % more or less allowed)

(装运数量允许有××%的增减)

(5) Time of Shipment (装运期限):

(6) Port of loading (装运口岸):

(7) Port of Destinations (目的口岸):

(8) Insurance (保险):

Insurance to be covered by the seller for 110% of the invoice value against _____. 由卖方负责, 按本合同总价 110% 投保_____险。

(9) Terms of Payment: The buyers shall open with a bank acceptable to the Seller an Irrevocable Sight Letter of Credit to reach the Sellers 30 days before the month of shipment, valid for negotiation in China until the 15th day after the month of shipment.

付款条件: 买方应由卖方可接受的银行于装运月份前 30 天开立并送达卖方不可撤销即期信用证, 至装运月份后第 15 天在中国议付有效。

(10) Inspection (商品检验):

The Inspection Certificate of Quality/Quantity/Weight/Packing/Sanitation issued by _____ of China shall be regarded as evidence of the Sellers' delivery.

以中国_____所签发的品质/数量/重量/包装卫生检验合格证书, 作为卖方的交货依据。

(11) Shipping Marks (唛头):

Other Terms:

其他条款:

1. Discrepancy: In case of quality discrepancy, claim should be lodged by the Buyers within 30 days after the arrival of the goods at the port of destination, while for quantity discrepancy, claim should be lodged by the Buyers within 15 days after the arrival of the goods at the port of destination. In all cases, claims must be accompanied by Survey Reports of Recognized Public Surveyors agreed to by the Sellers. Should the responsibility of the subject under claim be found to rest on the part of the Sellers, the Sellers shall, within 20 days after receipt of the claim, send their reply to the Buyers together with suggestion for settlement.

异议: 品质异议须于货到目的口岸之日起 30 天内提出, 数量异议须于货到目的口岸之日起 15 天内提出, 但均须提供经卖方同意的公证行出具的检验证明。如责任属于卖方, 卖方于收到异议 20 天内答复买方并提出处理意见。

2. The covering Letter of Credit shall stipulate the Sellers's option of shipping the indicated percentage more or less than the quantity hereby contracted and be negotiated for the amount covering the value of quantity actually shipped.

信用证内应明确规定卖方有权多装或少装所注明的百分数, 并按实际装运数量议付。

3. The contents of the covering Letter of Credit shall be in strict conformity with the stipulations of the Sales Contract. In case of any variation there of necessitating amendment of the L/C, the Buyers shall bear the expenses for effecting the amendment. The Sellers shall not

be held responsible for possible delay of shipment resulting from awaiting the amendment of the L/C and reserve the right to claim from the Buyers for the losses resulting therefrom.

信用证内容须严格符合本售货合约的规定, 否则修改信用证的费用由买方负担, 卖方并不负因修改信用证而延误装运的责任, 并保留因此而发生的一切损失的索赔权。

4. Except in cases where the insurance is covered by the Buyers as arranged, insurance is to be covered by the Sellers with a Chinese insurance company. If insurance for additional amount and/or for other insurance terms is required by the Buyers, prior notice to this effect must reach the Sellers before shipment and is subject to the Sellers' agreement, and the extra insurance premium shall be for the Buyers' account.

除经约定保险归买方投保外, 一般由卖方向中国的保险公司投保。如买方需增加保险额或需加保其他险别, 可于装船前提出, 经卖方同意后代为投保, 其费用由买方负担。

5. The Sellers shall not be held responsible if they fail, owing to Force Majeure cause or causes, to make delivery within the time stipulated in this Sales Contract or cannot deliver the goods. However, the Sellers shall inform immediately the Buyers by cable. The Sellers shall deliver to the Buyers by registered letter, if it is requested by the Buyers, a certificate issued by the China Council for the Promotion of International Trade or by any competent authorities, attesting the existence of the said cause or causes. The Buyers' failure to obtain the relative Import Licence is not to be treated as Force Majeure.

因人力不可抗拒事故使卖方不能在本售货合约规定期限内交货或不能交货, 卖方不负责任, 但是卖方必须立即以电报通知买方。如果买方提出要求, 卖方应以挂号函向买方提供由中国国际贸易促进委员会或有关机构出具的证明, 证明事故的存在。买方不能领到进口许可证, 不能被认为属人力不可抗拒范围。

6. Arbitration: All disputes arising in connection with this Sales Contract or the execution thereof shall be settled by way of amicable negotiation. In case no settlement can be reached, the case at issue shall then be submitted for arbitration to the China International Economic and Trade Arbitration Commission in accordance with the provisions of the said Commission. The award by the said Commission shall be deemed as final and binding upon both parties.

仲裁: 凡因执行本合约或有关本合约所发生的一切争执, 双方应以友好方式协商解决; 如果协商不能解决, 应提交中国国际经济贸易仲裁委员会, 根据该会的仲裁规则进行仲裁。仲裁裁决是终局的, 对双方都有约束力。

7. Supplementary Condition (s) (Should the articles stipulated in this Contract be in conflict with the following supplementary conditions, supplementary condition(s) should be taken as valid and binding).

附加条款 (本合同其他条款如与本附加条款有抵触时, 以本附加条款为准。)

Sellers (卖方):

Buyers (买方):

9.3 合同填制的内容

在国际贸易合同中应填写的内容一般包括合同号码、买卖双方的名称和地址、商品名称、规格及质量、数量、单价、总值、包装、唛头、保险、装运、支付条款、签约日期和地点等。

1. 合同号码 (Contract No.)

合同号码有时写在合同标题之后,即 Contract 的后面,有时在其右上方。若此项空白,应在 “No.” 之后填上合同号码,如 “AC284”、“08-123” 等。

2. 买卖双方的名称和地址 (Sellers/Buyers)

注意不要将买卖双方的名称和地址颠倒。

3. 商品名称 (Commodity)

要将每项商品名称书写清楚,要注意名称的第一个字母要大写。例如,工作手套 Working Gloves; 中国餐具 Chinese Dinner Sets; 天坛牌家具 Tiantan Brand Furniture; 甘薯片 Sweet Potato Slices。

4. 商品规格及质量 (Specification and Quality)

不同的商品有不同的规格,例如,340 克听装 In cans of 340 grams; 颜色粉、蓝、黄 Colors: pink, blue and yellow; 均衡搭配 Equally sorted; 153 型 Type (Model) No. 153; 货号 7707 Art. No. 7707; 35/6" × 42 码 35/6" × 42 yards; 型号 PMC9-98 PMC9-98; 颜色蓝、黄、白、黑平均搭配为小/3、中/3、大/3、加大/3 Blue, Yellow, White and Black equally assorted, S/3, M/3, L/3 and XL/3 per dozen; 质量符合样品 SP-03 号规定,水分最高 16%; Quality as per sample No. SP-03 with moisture not exceeding 16%, Moisture Max.16%; 质量以卖方样品为准 Quality as per seller's sample; 质量以买方样品为准 Quality as per buyer's sample; 凭规格、等级或标准买卖 Sales by specification, grade or standard; 良好平均品质 Fair average quality (FAQ 也可写成 F.A.Q.); 尚好可销品质 Good merchantable quality (G. M. Q.); 凭商标或牌号买卖 Sales by trademark or brand; 凭说明书买卖 Sales by specification。

5. 数量 (Quantity)

数量通常用数字表示,计量单位用英语单词或缩写。例如,5 000 打 5,000 dozen/dz.; 500 箱 500 cases/c/s; 1 000 纸板箱 1,000 cartons; 3 000 套 3,000 sets; 10 000 公吨 10,000 metric tons/M/T; 65 000 码 65,000 yards; 800 公吨,卖方可溢装或短装 5% 800 metric tons, 5% more or less at seller's option。

6. 单价 (Unit price)

填写单价一般用 “at” 开头 (有时也可以省略),后跟表示币别的缩写字母再加上此货币的符号,然后写出每单位数量的价码,最后是价格术语。例如, CIF 新加坡每码 3 港元,含佣金 3% At HKD3.00 per yard CIFC3% Singapore; CIF 温哥华每箱 30 加元 At CAD30.00 per carton CIF Vancouver; CIF 东京价每套 45 美元 At USD45.00 per set CIF Tokyo; CFR 汉堡价每打 47.50 英镑 At £47.50 per dozen CFR Hamburg。

货币单位:

USD	United States Dollars
GBP (Stg £)	Great Britain Pound (Pound Sterling)
EUR	Euro
CAD	Canadian Dollars
AUD	Australian Dollars
CNY	Chinese Yuan
HKD	Hong Kong Dollars
JPY	Japanese Yen
KRW	Korea Won

7. 总值 (Total Value)

最好给出大小写两种写法, 即先用数字后用文字填写。

例如, 22 500 美元 USD22,500 (Say US Dollars Twenty-Two Thousand Five Hundred Only)

在用文字填写时应注意以下三点:

- (1) 第一个词用“Say”, 最后用“Only”一词, 以避免别人修改。
- (2) 每个单词的第一个字母大写, 或所有字母大写, 如上面的总值大写可以写作: “SAY US DOLLARS TWENTY-TWO THOUSAND FIVE HUNDRED ONLY”。
- (3) 币制可以写在后面, 如上面的总值也可写作 “SAY TWENTY-TWO THOUSAND FIVE HUNDRED US DOLLARS ONLY”。

8. 包装 (Packing)

常见的包装表达方法:

- (1) “in...” 用某物包装, 用某种形式装。例如, in cases 用箱装; in bales 打包; in bundles 打捆; in bulk 散装。
- (2) “in ... of ... each ...” 或 “in..., each containing ...” 用某物包装, 每件装多少。例如, in wooden cases of 50 dozen each 或 in wooden cases, each containing 50 dozen 用木箱装, 每箱 50 打。
- (3) “in ... of ... each ...to ...” 用某物包装, 每件装多少, 若干件装于一大件中。例如, in boxes of a dozen each, 100 boxes to a wooden case 用盒装, 每打装一盒, 100 盒装一木箱。

9. 唛头 (Shipping Mark)

一般由卖方或买方选定, 英文用 “at one’s option” 表达。例如, 由买方选定 at Buyers’ option; 由卖方选定 at Sellers’ option。

有时, 会直接给出运输标志。例如,

ABC
New York
Nos. 1-up
SINGAPORE

10. 保险 (Insurance)

(1) FOB、CFR 合同由买方办理保险, 例如,

- ① Insurance: To be covered by the Buyer.
- ② Insurance: To be effected by the Buyer.

(2) CIF 合同由卖方办理, 署名保险投保人、投保金额、险别、险别依据。

句型: To be covered by... for ...against...as per...dated ... 由……根据……条款, 按……投保……

例如, ① 由卖方根据中国人民保险公司 2001 年 5 月 1 日的保险条款, 按发票金额的 110% 投保一切险和战争险。

To be covered by the Seller for 110% of the invoice value against All Risks and War Risk as per PICC dated May 1, 2001.

② 由卖方根据中国人民保险公司 2001 年 8 月 5 日有关海洋货物运输保险条款, 按发票金额的 110% 投保一切险和破损险。

To be covered by the Seller for 110% of the invoice value against All Risks and Breakage as per relevant Ocean Marine Cargo Clauses of PICC of August 5, 2001.

11. 装运 (Shipment)

装运主要包括起运港、目的港、装运期限、分批装运、转船。

在填写时应注意掌握以下表达方法: (1) 某年某月。先写月, 后写年。月份前写不写介词 “in” 或 “during” 都可以。例如, “2007 年 10 月” 可写成 In October 2007, 或 During October 2007, 或 October 2007。

(2) 转船。“with transshipment at 在某地转船”, 例如, 2008 年 6 月在哥本哈根转船 in June, 2008 with transshipment at Copenhagen。不允许转船的英文表达用语有 transshipment not allowed/ not permitted/ prohibited 等。

(3) 分批装运。分批装运需要具体说明分几批, 从何开始, 是否每批等量装运, 按每月分批还是按季度或星期。此项表达所用短语为 in... equal monthly/weekly/quarterly installments beginning from... 例如, 从 5 月开始分三批按月等量装运 In three monthly installments beginning from May. 2009 年 1/2 月每月平均装运 SHIPMENT DURING JAN./FEB. 2009 IN TWO EQUAL MONTHLY LOTS.

(4) 装卸港包括装运港 (Port of Shipment) 和目的港 (Port of Destination)。可用介词短语 “from... to...” 来表示。例如, 自中国港口至新加坡 From China Port/ to Singapore; 由上海至悉尼 From Shanghai to Sydney。

(5) 掌握主要港口的英语名称。

综上所述, 我们给出表达装运条款的一个基本句式, 即 Shipment to be effected from Shanghai to Genoa during June/July/August 2001 in three equal monthly lots, with partial shipment allowed. 2001 年 6 月/7 月/8 月间由上海装运至热那亚, 每月装一批且数量相等, 并允许分批。

(6) 有时以合同、信用证为基础规定装运期。

例如, ① 在合同日期后的 30 天之内装运 To be effected within 30 days after the date of contract. ② 在收到相关信用证的 30 天之内装运, 该信用证应不迟于×××到达卖方。To be effected within 30 days after receipt of the relevant L/C. The L/C must reach the Sellers not later than ×××.

12. 支付条款 (Term of Payment)

支付条款是国际贸易中的重要条款, 其英文的表达要求严谨而准确。表示支付方式的

短语通常由介词“by”引导。例如, by check; by L/C; by cash。

信用证是国际贸易中通用的一种主要支付方式。凭信用证支付,一般包括下列内容:

(1) 信用证的种类。常见的信用证种类有保兑的(confirmed);不可撤销的(irrevocable);可转让的(transferable)。

(2) 金额。金额一般规定为发票金额的100%。例如,凭全额发票金额的……信用证付款, By 100%... L/C。

(3) 汇票付款日期。汇票付款日期有两种:即期和远期。常见的即期信用证表达方法有: Sight L/C; L/C at sight; L/C payable by draft at sight; L/C to be available by draft at sight。远期信用证以见票后30天议付的信用证为例,常见的表达方法有: 30days L/C; L/C at 30days; L/C at days after sight; L/C available by draft at 30 days after sight。

(4) 信用证的到达时间。to reach the Sellers 30 days before the date/ time of shipment 与装运期前30天开抵卖方。

(5) 信用证有效期及议付地点。此项内容的填写一般也用不定式短语表达: ...to remain valid for negotiation in...till...after the final date of shipment。

例如, to remain valid for negotiation in China till the 15th day after the final date of shipment 或 to remain valid for negotiation in China within 15 days after shipment 议付有效期至上述装运期后15天在中国到期。

综上所述,表达支付条款的一个基本句式,即 By 100% confirmed, irrevocable, transferable, divisible sight L/C to reach the Sellers 30 days before the date of shipment and to remain valid for negotiation in China till the 15th day after the final date of shipment. 凭全额发票金额、保兑的、不可撤销的、可转让的、可分割的即期信用证。信用证应于装运期前30天送达卖方,其议付有效期延至上述装运期后15天在中国到期。

13. 签约日期与地点

该项为合同的最后一项内容。一般的格式为 Done and signed in...on this...day of ..., 在介词 in 后填上“地点”,在 this 后填上“日”,在 of 后填上“月”和“年”。

例如,2007年3月20日于大连 Done and signed in Dalian on this/the 20th day of March 2007。



小提示: 签约地点和时间也常常出现在合同的右上角,地点在前,时间在后,只用一般方式表达即可,如以上地点和时间可写作: Beijing, March 20, 2007。

一般的国际合同均为格式合同,其中的不可抗力条款、仲裁条款、异议索赔条款都是根据国际贸易惯例条例统一拟好的,除非交易双方又额外要求和补充,否则不需要每笔合同都添置这些内容。这也是为什么售货确认书被更多使用的原因,因为它是简化的售货合同。

9.4 合同填制时要注意的事项

(1) 常用缩略词语大量用于商业文字中。

例如, Name and Specification of Commodity: North China Sweet Potato Slices, F.A.Q. 2006 crop, moisture 15% max.

商品名称及规格：华北甘薯片，大路货品质，2006 年产，含水量最高为 15%。

F.A.Q. (fair average quality), 表示“大路货，良好平均品质”，我们习惯上称为大路货，常作为出口农副产品的品质标准；max. (maximum), 表示“最大值”，与 min. (minimum) “最小值”相对。

Unit Price: At USD50 per M/T, CIFC3% London.

单价：每公吨 50 美元，伦敦到岸价格，其中包括 3% 佣金。

USD (United States Dollar) 表示“美元”；M/T (metric ton), 表示“公吨”；C (commission), 表示“佣金”；CIF (cost, insurance and freight), 表示“成本、保险费加运费价格，即到岸价”。

(2) hereby, thereof and wherein 等词的使用。

thereof 表示“其他的”，相当于 of that matter, concerning that matter。whereby 表示“由此”，相当于 by which, by what, by the accident。hereunder 表示“在其下”，相当于 under this (passage)。

(3) 合同的语言特点。

① 合同内容表述实用、具体，便于实际操作或执行。例如，Time of shipment: During May/June in two equal lots by containers. 装运期：于 5 月、6 月分两等批用集装箱出运。

② 表述准确、全面。例如，Payment: by L/C, available by draft at 30 days sight. 凭见票 30 天付款的信用证支付。

③ 直接、简洁。例如，Insurance: to be effected by buyers. 由买方负责保险。

④ 科学、严谨。例如，The letter of credit shall remain valid for negotiation in China until 15th day after shipment time, inclusive. 包括信用证在装运日期后至第 15 日在中国议付有效，包括最后一天在内。

(4) 合同条款中广泛使用一般现在时态以强调现实有效性。例如，This contract is made out in Chinese and English, both versions being equally authentic. 本合同以中英文两种文字书写，两种文本具有同等效力。

(5) 不管是根据汉语合同、汉语商务信函还是英语往来的商务信函填制英文合同，合同号码、买方和卖方一般都明确给出，但是在英文信函中需要仔细确认，以免把买方和卖方填写颠倒。

(6) 唛头如果没有具体要求，一律写根据卖方选定。

9.5 实际操作

1. Fill in the contract form in English with the following particulars.

卖方：中国粮油食品公司

买方：温哥华加拿大食品公司

商品名称：长城牌草莓酱 (Strawberry Jam)

规格：340 克听装

数量：1 000 箱 (每箱 50 听)

单价：CIF 温哥华，每箱 30 加元

总值：30 000 加元

包装：纸板箱装

保险：由卖方按发票金额 110% 投保一切险

装运期：2011 年 8 月

装运港：中国港口

目的港：温哥华

唛头：由卖方选定

支付条款：凭不可撤销、可转让、即期信用证付款。信用证须不迟于装运月份前 30 天到达卖方。有效期应为最后装运期后 15 天在中国到期。

签订日期、地点：2011 年 5 月 4 日于北京

合同号码：SC-3

Contract

NO.: SC-3

Sellers: China National Cereals, Oils & Foodstuffs Corp.

Buyers: Canada Food Corp., Vancouver

This Contract is made by and between the Buyers and the Sellers; whereby the Buyers agree to buy and the Sellers agree to sell the under-mentioned commodity according to the terms and conditions stipulated below:

Commodity: Strawberry Jam, Great Wall Brand

Specifications: In cans of 340 grams

Quantity: 1,000 cartons (each 50 cans)

Unit price: At CAD30.00 per carton CIF Vancouver

Total Value: CAD30,000 (Say CA Dollars Thirty Thousand Only)

Packing: In cartons

Insurance: To be effected by the Sellers against All Risks for 110% of the invoice value

Time of Shipment: August, 2011

Port of Shipment: China Port

Port of Destination: Vancouver, Canada.

Shipping Mark: At Seller's option

Terms of Payment: By irrevocable, transferable, sight L/C, to reach the Sellers 30 days before the time of shipment. The L/C shall be valid for negotiation in China until the 15th day after the date of shipment.

Done and signed in Beijing on this 4th day of May 2011.

2. Fill in the contact form in English with the following particulars.

(1) As requested, we are making you an offer for frozen shrimps as follows: 50M/T frozen

shrimps, first grade, at £2,200 per m/t CIF London packed in cartons lined with polythene for shipment in December.

(2) We regret to say that your price is rather on the high side and our bid is £2,150 per m/t.

(3) As the market is going up, your bid is unacceptable.

(4) We have persuaded our client to accept your quoted price. As the goods are badly needed, we would like you to advance the shipment from December to November. As regards payment terms, we propose D/P instead of irrevocable L/C at sight.

(5) We can manage to effect shipment in November but payment by D/P is impossible.

(6) Enclosed is our Order No. 6-782. Please send us your Sales Contract in duplicate for our counter signature.

Note: Sellers: South Export Corp., Ltd.

Buyers: London Food Co., Ltd.

S/C No. 245B is done and signed in Guangzhou on 3rd September, 2012.

CONTRACT No. 245B

Sellers: South Export Corp., Ltd.

Buyers: London Food Co., Ltd.

This contract is made by and between the Buyers and the Sellers, whereby the Buyers agree to buy and the Sellers agree to sell the under-mentioned commodity according to the terms and conditions stipulated below:

Commodity: frozen shrimps

Specifications: first grade

Quantity: 50M/T

Unit Price: At £2,200 per m/t CIF London

Total Value: £110,000 (Say Pounds Sterling One Hundred And Ten Thousand Only)

Packing: In cartons lined with polythene

Shipping Mark: At Seller's option

Insurance: To be covered by the Sellers

Time of Shipment: During November 2012

Port of Shipment: China Port

Port of Destination: London

Terms of Payment: By irrevocable L/C at sight

Done and signed in Guangzhou on this 3rd day of September, 2012.

3. Fill in the contract form in English with the particulars given in the following letter.

史密斯贸易有限公司

敬启者：

贵方 7 月 10 日关于甘薯片 (Sweet potato Slices) 的回盘收悉，谢谢。现确认接受贵方回盘如下：1 000 公吨甘薯片，每公吨成本保险加运费鹿特丹价为 185 美元，包括 5% 佣金。质量符合样品 Sp-03 号，水分最高 16%。装运期 2015 年 10/11 月。

随函附上我有关售货确认书 95C137 号一式两份，请即签退一份供我存查。

本商品为散装货,其数量及金额均允许有 5% 增减。这点请贵方在开立信用证时特别注意。

我们希望能于装运期前一个月收到贵方开立的保兑的、不可撤销的即期信用证,以便我方如期装运。至于保险,我方将按惯例根据中国人民保险公司 1981 年 1 月 1 日中国保险条例,按发票金额的 110% 投保一切险和战争险。

山东土畜产进出口公司

2015 年 7 月 17 日

Sales Confirmation No. 95C137
 Sellers: Shandong Native Produce and Animal By-products Import & Export Corporation
 Buyers: Smith & Trading Co., Ltd.
 Commodity: Sweet potato Slices
 Specifications: As per sample No. Sp-03 with moisture not exceeding 16% (Moisture: Max. 16%)
 Quantity: 1,000 metric tons, 5% more or less allowed
 Unit Price: At USD185 per m/t CIFC5% Rotterdam
 Total Value: USD185,000 (Say US Dollars One Hundred and Eighty-five Thousand Only), 5% more or less allowed
 Packing: In bulk
 Insurance: To be covered by the Sellers for 110% of the invoice value against All Risks and War Risk as per CIC dated 1st Jan. 1981 (of PICC)
 Time of Shipment: During October/November, 2015
 Port of Shipment: China port
 Port of Destination: Rotterdam
 Shipping Mark: At Seller's option
 Terms of Payment: By confirmed, irrevocable L/C available by draft at sight to reach the sellers one month prior to the time of shipment.
 Done and signed in Beijing on this 17th day of July, 2015.

4. Fill in the contract form with information gathered from the following correspondences.

(1)

Outgoing Letter

November 5, 2009

Dear Sirs,

Thank you for your enquiry of October 30 for Women's Nylon Garments. In compliance with your request, we have enclosed a price list and an illustrated brochure. Although we still have certain amount of stock we can hardly keep them for a long time because of the heavy demand. Samples will be sent on request.

We are looking forward to your early reply.

Yours faithfully,

Beijing Garment Imp/Exp Corporation

(2)

Incoming Letter

Dear Sirs,

Many thanks for your quotation of November 5 and the samples of Women's Nylon Garments.

We are satisfied with the quality and pleased to enclose our Order No.333 for 3 sizes mentions in your latest catalogue.

We note that you can supply these items from stock and hope you will send them before December 31. Our company will reserve the right to cancel this order or reject the goods for any late arrival.

For your reference, we wish to effect payment by D/P 60 days. Please kindly let us have your confirmation.

ORDER

No.333

Beijing Garment Imp/Exp Corporation

Beijing, China

Please supply the following items:

Quantity(dozen)	Item	Size	Unit price(per dozen)CIF London
15	Women's Nylon Garments.	small	USD75.00
16	Women's Nylon Garments.	medium	USD110.00
14	Women's Nylon Garments.	large	USD150.00

London Trading Co. Ltd.

(3)

Outgoing Letter

Dear Sirs,

We have received your letter of November 13 and your Order No.333. much to our regret, we can hardly accept your order at the prices you quote since the prices of raw materials have increased recently. We are afraid the best we can do is as follows:

Commodity	Unit price(per dozen)CIF London	Size	Quantity(dozen)
Women's Nylon Garments	USD80.00	small	15
Women's Nylon Garments	USD120.00	medium	16
Women's Nylon Garments	USD160.00	large	14

As to payment terms, we usually require letters of credit. However, in view of our long and pleasant relation, we will accept D/P 60days this time. But it must be clearly understood that, in so doing, we are not establishing a precedent.

We hope you will accept our prices and give us a reply as soon as possible.

Yours faithfully,

(4)

Incoming Letter

Dear Sirs,

Your letter of November 20, 2009 has been received. As we are anxious to finalize this transaction, we have been exerting ourselves to persuade our clients to accept your prices. Eventually, they have decided to accept.

We are glad to have been able to conclude the business with you and await your sales confirmation.

Yours faithfully,

(5)

Outgoing Letter

Dear Sirs,

We are glad that your clients have accepted our prices, which are narrowly calculated. These goods will be packed in cartons and 10 dozen to a carton, and shipped in December from China port to London with transshipment and partial shipment allowed. Insurance is to be covered by us against ALL Risks and War Risk for 110% of the invoice value.

Enclosed is our Sales Contract No.116 signed in Beijing on 28th November, 2009 in duplicate, a copy of which please sign and return.

Yours faithfully,

CONTRACT

NO.: 116

SELLERS: Beijing Garments Imp/Exp Corp.

BUYERS: London Trading Co. Ltd.

This Contract is made by and between the Buyers and the Sellers, whereby the agree to buy and the Sellers agree to sell the under-mentioned commodity to the terms and conditions stipulated below:

Commodity	Size	Quantity (doz)	Price per doz	Amount
CIF London				
Women's Nylon Garments	Small	15	USD80.00	USD1,200
Women's Nylon Garments	Medium	16	USD120.00	USD1,920
Women's Nylon Garments	Large	14	USD160.00	USD2,240

Total Value: USD5,360 (Say US Dollars Five Thousand and Three Hundred Sixty Only)

Packing: In boxes of half dozen each and 10 dozen to a carton

Shipping Mark: At Seller's option

Insurance: To be covered by the Sellers against All Risks and War Risk for 110% of the invoice value

Time of Shipment: In December 2009 allowing transshipment and partial shipments (During December 2009, with transshipment and partial shipments allowed)

Port of Shipment: China Port

Port of Destination: London. U.K.

Terms of Payment: By D/P 60 days (By D/P at 60 days after sight)

Done and signed in Beijing on this 28th day of November 2009

5. Draw up a contract with information gathered from the following correspondences.

CRYSTAL KOBE LTD.

1410 BROADWAY, ROOM 300 NEW YORK, NY10018 U.S.A

TEL: 599-525-7000 FAX: 73423 FECB HX

TO : SHANGHAI NEW DRAGON CO., LTD.

(FAX : 86-21-65724743)

FM : CRYSTAL KOBE LTD.

(FAX : 73423 FNCB HX)

DT : August 8, 2007

Dear Sirs:

We are importers of textiles and manufactured cotton goods. We have recently concluded some satisfactory business with the CHINA TEX KNITWEAR AND MANUFACTURED GOODS IMPORT & EXPORT CORPORATION. We now have a good demand for ladies' blouse 400 DOZs and therefore write to you in the hope of establishing business relations.

From your recently published catalogue, we notice that you are able to supply ladies' blouse, and we should be grateful if you would kindly send us some samples of the goods which you can supply together with a comprehensive price list giving details of packing and gross and net weight so as to enable us to go fully into the possibilities of business.

We look forward to your early news in this connection and trust that through our mutual cooperation we shall be able to conclude some transactions with you in the near future.

Yours Faithfully,

CRYSTAL KOBE LTD.

Purchasing Manager

上海新龙股份有限公司向美国 CRYSTAL KOBE LTD.发盘，拟写一份发盘函。

SHANGHAI NEW DRAGON CO., LTD.

27. CHUNGSHAN ROAD E. 1.

SHANGHAI CHINA

TEL: 86-21-65342517 FAX: 86-21-65724743

TO : CRYSTAL KOBE LTD. (FAX: 73423 FNCB HX)

FM : SHANGHAI NEW DRAGON CO., LTD.

DT : August 12, 2007

Dear Sirs:

We are very pleased to receive your enquiry of August 8 and enclose our price list giving the details you ask for. Also by separate post we are sending you some samples and feel confident that when you have examined you will agree that the goods are both excellent in quality and reasonable in prices.

Because of their softness and durability, our all ladies' blouse are rapidly becoming popular and after studying our prices you will learn that we are finding it difficult to meet the demand. We look forward very much to the pleasure of receiving an order from you.

Yours Sincerely,

SHANGHAI NEW DRAGON CO., LTD.

美国 CRYSTAL KOBE LTD. 收到上海新龙股份有限公司的发盘给出了还盘函。

CRYSTAL KOBE LTD.

1410 BROADWAY, ROOM 300 NEW YORK, NY10018 U.S.A

TEL: 599-525-7000 FAX: 73423 FECB HX

TO: SHANGHAI NEW DRAGON CO., LTD.

(FAX: 86-21-65724743)

FM: CRYSTAL KOBE LTD.

(FAX: 73423 FNCB HX)

DT: August 20, 2007

Dear Sirs:

Thank you for your letter dated August 12, 2007 and attached quotation.

After careful examining and comparison with other brands of similar products, we found that your price is higher than the average in the market. In order to allow us a better competing position, we shall be grateful if you could reduce the price to USD45 per DOZ CIFD3%. Moreover, we advise you to make some adjustments of your terms of payment L/C to D/P at sight and that the time of shipment should be on or before Nov. 20, 2007.

We hope we can enter into a lasting business relationship with you and look forward to receiving your reply.

Yours Faithfully,

CRYSTAL KOBE LTD.

Purchasing Manager

上海新龙股份有限公司收到美国 CRYSTAL KOBE LTD. 的还盘后, 给出一封还盘函。

SHANGHAI NEW DRAGON CO., LTD.

27. CHUNGSHAN ROAD E.1.

SHANGHAI CHINA

TEL: 86-21-65342517 FAX: 86-21-65724743

TO : CRYSTAL KOBE LTE. (FAX : 73423 FNCB HX)

FM : SHANGHAI NEW DRAGON CO., LTD.

DT : August 23, 2007

Dear Sirs:

We have received your fax of August 20, 2007. We are sorry to tell you that your prices are not appropriate to us. As you know, wages and materials have risen considerably these days. We are compelled to adjust our prices to cover the increasing cost. USD48.5 per DOZ is our lowest level, which leaves us with only the smallest profit.

Although we have confidence in your integrity, our usual terms of payment by sight L/C remain unchanged in all cases with new clients. So for the time being, we regret our inability to accept your D/P terms. Maybe after several smooth and satisfactory transactions, we can consider other flexible ways.

The time of shipment should be effected within 2 months from receipt of the relevant L/C.

For your information, the demand for our products has been extremely great recently. This offer is valid for 5 days and we are looking forward to receiving your order at the earliest date.

Yours Sincerely

SHANGHAI NEW DRAGON CO., LTD.

× × ×

美国 CRYSTAL KOBE LTD.收到上海新龙股份有限公司的回函后，于 2007 年 8 月 24 日回函表示接受，并按照回样条件再订 100 打。上海新龙股份有限公司于 26 日回函确认，并要求对方尽快开立信用证。

SHANGHAI NEW DRAGON CO., LTD.

27. CHUNGSHAN ROAD E.1.

SHANGHAI CHINA

TEL: 86-21-65342517 FAX: 86-21-65724743

TO: CRYSTAL KOBE LTE. (FAX: 73423 FNCB HX)

FM: SHANGHAI NEW DRAGON CO., LTD.

DT: August 26, 2007

Dear Sirs:

Thank you for your fax of August 24, 2007.

Enclosed are two copies of your Sales Confirmation No 21SSG-017. Please sign and return one copy for our file.

We can assure you of the high quality as well as the punctuate delivery so long as the relative

L/C reaches our end in time. We suppose the conclusion of this transaction will lead to more business in future.

We appreciate your co-operation and look forward to receiving your further orders.

Yours Truly

SHANGHAI NEW DRAGON CO., LTD.

× × ×

SALES CONFIRMATION

S/C No.21SSG-017

Date: AUG.8 2007

The seller: SHANGHAI NEW DRAGON Co., LTD.

Address: 27, CHUNGSHAN ROAD E.1. SHANGHAI GHINA.

The buyer: CRYSTAL KOBE LTD.

Address: 1410 BROADWAY, ROOM 300 NEW YORK, NY10018 U.S.A

We, the Seller, hereby confirm having sold to you, the Buyer, the following goods on terms and conditions as specified below:

Commodity and Specifications: Ladies' 55% acrylic 45% cotton knitted blouse

Quantity: 500 dozen

Packing: In cartons

Unit price: USD48.50 per dozen CIFC3% New York

Total value: USD24,250.00(SAY US Dollars Twenty-four Thousand Two Hundred and Fifty Only)

Time of Shipment: To be effected on or before Nov.20, 2007 with Partial shipments are not allowed, Transshipment is allowed.

Port of loading & destination: Shipment from Shanghai to New York

Terms of Payment: The buyer should open through a bank acceptable to the seller an irrevocable L/C at sight to reach the Seller 30days before the month of shipment and remained valid for negotiation in China until the 15th day after the date of shipment.

Insurance: To be covered by the Seller for 110% of the total invoice value gainst All Risks as per the relevant Ocean Marine Cargo Clauses of PICC dated January1st, 1981.

Remark: Please sign and return one original of this SaleS Confirmation to us for file Confirmed by:

The seller
SHANGHAI NEW DRAGON CO., LTD.

The buyer
CRYSTAL KOBE LTD.

9.6 实用句子

1. Please sign a copy of our Sales Contract No.156 enclosed here in duplicate and return to us for our file. 请会签第 156 号售货合同一式两份中的一份, 将它寄回我方存档。

2. The contract will be sent to you by air mail for your signature. 合同会航邮给你们签字。

3. All disputes arising in the course of the consignment period shall be settled amicably through friendly negotiation. 所有在运输途中引起的纠纷都将通过友好协商, 妥善加以解决。

4. We'll ship our goods in accordance with the terms of the contract. 我们将按合同条款交货。

5. You can stay assured that shipment will be effected according to the contract stipulation.

你尽管放心，我们将按合同规定如期装船。

6. They've promised to keep both the quality and the quantity of the 300 bicycles in conformity with the contract stipulations. 他们已承诺那 300 辆自行车的质量和数量一定与合同规定相吻合。

7. We are sure the contract can be carried out smoothly. 我们确信合同会顺利执行。

8. The machines will be made of the best materials and the stipulations of the contract be strictly observed. 机器将用最好的材料生产，合同的规定也将得以严格履行。

9. The two parties involved in a contract have the obligation to execute the contract. 合同双方有义务履行合同。

10. Unless there is a sudden change of political situation, it is not accepted to execute the contract only partially. 除非有什么突然的政局变化，否则执行部分合同不能被接受。

11. Any deviation from the contract will be unfavorable. 任何违背合同之事都是不利的。

12. The buyer has the option of canceling the contract. 买主有权撤销合同。

本章小结

在国际贸易中，买卖双方经过交易磋商，达成协议后，需要签订书面合同。一份进出口贸易合同的内容通常包括三个部分：约首、约文和约尾。约首通常包括合同名称、合同号码，以及双方当事人名称、地址、电传或传真号码等。约文通常包括定义条款，以及对各项交易条件的具体规定，包括品名条款、品质条款、数量条款、包装条款、价格条款、装运条款、保险条款、支付条款、商检条款、索赔条款、不可抗力条款、仲裁条款等条款。约尾包括合同的正本份数、使用的文字效力、合同的准据法等，并由双方签字当事人落款签字、盖印等。销售确认书是简化的销售合同，常常被更多地使用。

复习思考题

1. Fill in contract form in English according to the given message.

合同号码：2002-31

卖方：山东土畜产进出口公司

买方：鹿特丹食品进出口公司

商品名称：花生米

规格：2012 年产大路货

数量：50 公吨

单价：CIF 鹿特丹每公吨 3 550 美元

总金额：177 500 美元

包装：双层麻袋

保险：由卖方按照发票金额的 110% 投保一切险和战争险

装运港：中国青岛

目的港：鹿特丹

唛头: 由卖方选定

交货期: 2012 年 11 月

支付条款: 不可撤销的即期信用证

签约地点和日期: 2012 年 5 月 10 日于山东青岛

SALES CONTRACT

Contract No.

Sellers:

Buyers:

This contract is made by and between the Buyers and the Sellers, whereby the Buyers agree to buy and the Sellers agree to sell the under-mentioned commodity according to the terms and conditions stipulated below:

Commodity:

Specifications:

Quantity:

Unit price:

Total Value;

Packing:

Insurance:

Time of Shipment:

Port of Shipment:

Port of Destination:

Shipping Mark;

Terms of Payment:

Done and signed in ___ on this ___ day of ___, 20___.

2. Fill in contract form in English with the particulars from the following message.

Sellers: Beijing Light Industrial Products Imp. & Exp. Corp.

Buyers: Boston Trading Co. Ltd.

(1) Please quote your lowest price for 1,000 dozen Fountain Pens Model LC001 CFR Boston.

(2) As requested, we are making you a firm offer as follows:

1,000 dozen Fountain Pens, Model LC001, packed in boxes of one dozen each, and 20 boxes to a carton, at USD20 per dozen CFR Boston for shipment during March/April. Payment is to be made by confirmed, irrevocable L/C payable by draft at sight.

(3) While we thank you for the above offer, we regret to say that your price is too high to be acceptable. There is no possibility of this deal unless you reduce your price by 5%.

(4) In view of our long business relations, we accept your counter offer. Please send us your order by return.

(5) We are pleased to confirm having ordered 1,000 dozen Fountain Pens on the terms and conditions stated in our counter offer. Please send us the relevant S/C.

(6) Enclosed is our S/C No.5454 signed in Beijing on 18th January, 2012.

CONTRACT No.

Sellers:

Buyers:

This contract is made by and between the Buyers and the Sellers, whereby the Buyers agree to buy and the Sellers agree to sell the under-mentioned commodity according to the terms and conditions stipulated below:

Commodity:

Specifications:

Quantity:

Unit price:

Total Value:

Packing:

Shipping Mark:

Insurance:

Time of Shipment:

Port of Shipment:

Port of Destination:

Terms of Payment:

Done and signed in ___ on this ___ day of ___, ___.

3. Fill in contract form in English according to the given message.

2012年8月3日于广州签订的第96/1234号合同主要条款:

卖方: 广州服装进出口公司

买方: Messrs. J. Handerson & Co., New York City, USA

商品名称及数量: 1 000 打丝织女式衬衫

规格: 颜色粉、蓝、黄均衡搭配

单价: 每打 52.50 美元 CIF 纽约价, 佣金 3%

总金额: 52 500 美元

包装: 纸板箱装

交货期: 2012年11月由中国港口装运, 可转运但不可分批装运

支付条款: 不可撤销即期信用证付款, 议付有效期为装运期后 15 天内在中国到期

CONTRACT No.

Sellers:

Buyers:

This contract is made by and between the Buyers and the Sellers, whereby the Buyers agree to buy and the Sellers agree to sell the under-mentioned commodity according to the terms and conditions stipulated below:

Commodity:

Specifications:

Quantity:

Unit price:

Total Value:

Packing:

Shipping Mark:

Insurance:

Time of Shipment:

Port of Shipment:

Port of Destination:

Terms of Payment:

Done and signed in ___ on this ___ day of ___, ___.

4. Fill in the contract form with information gathered from the following correspondences.

Mail 1

Mar 3, 2007

Beijing Light Industrial Products Imp.& Exp. Corp.

Dear Mr. Wang,

Thank you very much for your hospitality in your booth at the Ambient Fair 2007 in Frankfurt.

I am interested in candles Art.No.501 in the packing of 25-pc paper boxes. The quality will be one 20-foot container for the start.

Therefore you are kindly requested to give me your best price rather than USD0.72 per quoted at the Fair so that I can send you my order for prompt shipment.

Awaiting your reply with best regards,

John Hendry

Boston Trading Co. Ltd, USA

Mail 2

Mar 5, 2007

Boston Trading Co. Ltd, USA

Dear Mr. Hendry,

It was a great pleasure to meet you at the Ambient Fair 2001 and to receive your enquiry for our candles.

In fact, the price I quoted at the Fair is already the most favorable one. However, in order to save time and to start business, I'll further lower my price as follows:

CANDLES ART.NO.501, USD0.70/BOX FOB TIANJIN.

I'm sure this will be acceptable to you. Let us start our business and we'll offer you our best service.

Looking forward to your early acceptance.

Thanks and best regards.

Wang Dayang

Beijing Light Industrial Products Imp.& Exp. Corp.

Mail 3

Mar 6, 2007

Dear Mr. Wang,

Thank you for your E-mail and new price, which I expected to be lower but accept, nothing that this is the first deal between us.

I would also like to order candles Art. No.502 in 10-pc boxes at the price of USD0.14/box. Please confirm. Therefore our order is as follows: One 20 foot container of CANDLES ART. NO.501, 50% CANDLES ART. NO.502, 50%. Packed in paper boxes of 25 pcs and 10 pcs respectively, and 50 boxes to a carton respectively.

Please inform us roughly how many cartons a 20' container can hold. Please also inform us of your payment terms and the earliest shipment date. I'm awaiting your good service, high quality

and fine packing as you promised at the Fair, to enable both of us to build good cooperation to our mutual benefit.

Yours sincerely,

John Hendry

Mail 4

Mar 6, 2007

Dear Mr. Hendry,

Thank you for your new order, but we find your price for 10 pcs/box candles of USD0.14 per box is too low. Our calculation points to USD0.155 per box. But in order to start, we think we can accept USD0.15/box if you agree, I will fax you our sales Contract for your signature. Payment: by irrevocable Letter of Credit payable by draft at sight. Delivery: within 45 days after the covering L/C is received.

For your information, according to our calculation, a 20 foot container, can hold 600 cartons of 10 pc boxes and 300 cartons of pc boxes.

By the way, can you tell us the name of the port of destination for reference?

Best wishes,

Wang Dayang,

Mail 5

Mar 8, 2007

Dear Mr. Wang,

Hello my friend, I'm afraid I don't agree to USD0.15 for 10 pc boxes. The best I can do is USD0.145/box, for the start of our cooperation.

As I explained earlier, you should accept the above price, taking into consideration the higher cost of freight at my expense.

Payment and date of shipmen are fine. Please accept our bid, so that we can proceed with the opening of the relative L/C.

By the way, we would wan the goods o be shipped to Boston.

Best regards,

John Hendry

Mail 6

Mar 10, 2007

Dear Mr. Hendry,

As the cost of raw material is increasing sharply these days, we are facing big problems. I hope you can understand us.

However, in order to make the ball start rolling, we accept your price for candles in 10 pc boxes at USD0.145/box, Please find the attached S/C No.D2007PA100, and sign and return one copy for our file.

Also enclosed is our banking information. Please open the covering L/C as soon as possible and fax us a copy of it for our reference.

We are glad to have concluded this initial translation with you. We hope this would mark the beginning of a long standing and steady business relationship between us.

Yours, sincerely

Wang Dayang

CONTRACT No.

Sellers:

Buyers:

This contract is made by and between the buyers and sellers, whereby the buyers agree to buy and the sellers agree to sell the under mentioned commodity according to the terms and conditions stipulated below:

Commodity:

Specification:

Quantity:

Unit price:

Total value:

Packing:

Insurance:

Time of Shipment

Port of Shipment:

Terms of Payment:

Done and signed in Beijing on this 10th day of March, 2007.



Chapter 10

Terms of Payment



本章相关专业知识简介

支付是进出口贸易的核心。在当今国际贸易结算方式中，有三种主要的付款方式（Payment Terms）：汇付（Remittance）、托收（Collection）和信用证（Letter of Credit or L/C）。大额交易主要使用信用证，小笔交易用托收和汇付来完成。此外，还有两种或两种以上方式结合使用以及记账（Open Account）、分期付款（Installment）、延期付款（Deferred Payment）、交单付现（Cash Against Documents）及交货付现（Cash on Delivery）等较少采用的支付方式。

汇付（Remittance）是最简单的国际货款结算方式。采用汇付方式结算货款时，出口方将货物直接交付给进口方，由进口方径自通过银行将货款汇给出口方。汇付方式有三种：电汇（Telegraphic Transfer or T/T）、信汇（Mail Transfer or M/T）和票汇（Demand Draft or D/D）。

在国际贸易中，如采用汇付，买方则应按合同规定的条款及时间，将货款通过银行主动汇寄给卖方。汇付常用于提前支付、订货付现和往来账户，因此，进口商和出口商双方都有风险。通常，在交易双方互相信赖的情况下采用汇付。出口商在开拓市场时，可以采用汇付，作为向进口商提供的一种优惠条款。业务上电汇分为前 T/T（预付货款）和后 T/T（收货后付款），其中，30%前 T/T、70%后 T/T 在业务中最为常见。汇付较 L/C 风险高一些，但是向银行缴纳的费用远低于 L/C 所要缴纳的费用。

作为国际结算中的一个重要组成部分，对外贸易货款的支付一般是利用汇票（Bill of Exchange /Draft）这种支付凭据通过银行进行的。汇票中的跟单汇票（Documentary Draft）是对外贸易中最常用的一种支付工具。汇票按付款时间的不同，分为即期汇票（Sight Draft）和远期汇票（Time Draft）两种。

托收（Collection）分为光票托收（Clean Collection）和跟单托收（Documentary Collection）。跟单托收的付款方式普遍用于国际贸易，指银行受出口商委托，凭汇票、发票、提单、保险单等单据向进口商收取货款的结算方式，卖方以买方为付款人开立汇票，委托银行代其向买方收取货款。跟单托收根据交单条件的不同可分为付款交单（Documents Against Payment or D/P）和承兑交单（Documents Against Acceptance or D/A）。付款交单（D/P）

指由出口商开出汇票连同装运单据通过银行向进口商收款,进口商必须付清货款才能取得单据。根据付款时间的不同,付款交单分为即期付款交单(D/P at Sight)和远期付款交单(D/P after Sight)。即期付款交单要求进口商立即付款获得单据,而远期付款交单情况下,允许进口商在见单后一段时间,如30天、45天或60天付款,只有当他付款后,方能获得单据。对出口商来说,D/P比D/A更加安全。“见票30天后付款交单”或“30天远期付款交单”的英语表达方法很多,如D/P 30 days after sight; D/P at 30 days' sight; 30 days D/P; D/P 30 days。

承兑交单(D/A)指进口商承兑远期汇票后,出口商的被委托人即将装货单据交给进口商,进口商只有待远期汇票到期时方履行付款义务。汇票是远期的,有30天、60天、90天、120天等。进口商在汇票到期日必须付款。这种方式因不占用进口商资金而受到进口商的欢迎,但对出口商有较大风险。D/P、D/A这两种托收支付方式较之信用证方式而言,若出口商采用D/P、D/A,其收汇风险要大得多,因前者属买卖双方的商业信用,后者属银行信用。

信用证(L/C)是最为可靠安全的付款手段,因为它同时保证买卖双方利益,适合同尚未熟悉的买卖双方进行交易。开立跟单信用证是买方的责任,为此项服务他还要付给银行一笔手续费。买方请银行开立跟单信用证,信用证的内容基本上就是保证在卖方开出发货的证明单据后,一定得到货款。接着,买方的银行把信用证寄给卖方的银行(或者通知卖方的银行信用证已开出)。信用证里列出发货期限、货运方式及其他交易信息。卖方的银行收到信用证后,卖方开始发货。

三大结算方式风险排序:前T/T < 即期L/C < 远期L/C < D/P < D/A < 后T/T。

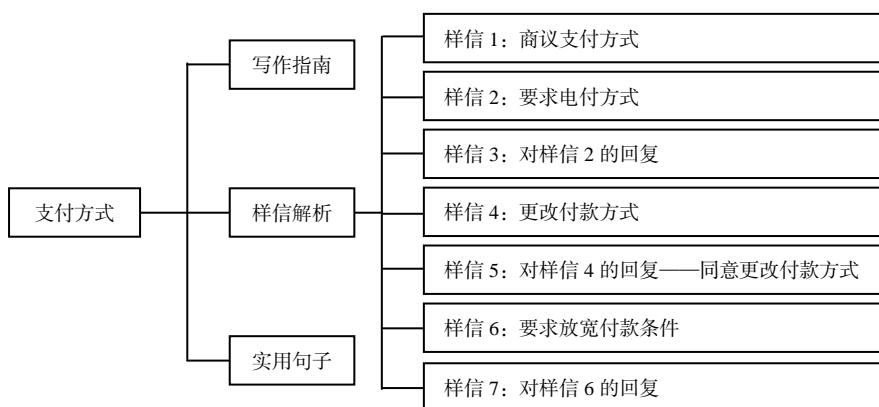
国际贸易主要结算方式:

modes of payment	remittance	mail transfer	
		telegraphic transfer	
		demand transfer	
	documentary collection	D/P	D/P at sight
			D/P after sight
		D/A	
	letter of credit		

本章学习目标

- 了解汇付、托收及信用证三种支付方式;
- 掌握进口商建议支付方式和变更支付方式信函的写作;
- 掌握出口商同意或拒绝支付方式信函的写作。

学习导航



10.1 写作指南

10.1.1 商议支付方式信函的写作要点

- (1) 出口商提到成交的合同或货物。
- (2) 出口商建议采用何种支付方式，并给出原因。(相对而言，对出口商比较有利的支付方式是预付货款、跟单信用证及跟单托收。)
- (3) 希望对方接受。

10.1.2 进口商更改支付方式信函的写作要点

- (1) 进口商提到收到出口商来函的具体日期和具体内容。
- (2) 向出口商提出更改付款方式的要求和具体更改内容。
- (3) 说明更改的具体原因。
- (4) 等待对方接受。

10.1.3 出口商同意更改付款方式信函的写作要点

- (1) 出口商提到收到进口商来函的日期，以及要求更改付款方式的内容。
- (2) 出口商说明本公司一贯采用的付款方式，并指出此次交易同意进口商更改付款方式的原因。
- (3) 出口商同意进口商更改付款方式的同时，要声明附带条件是只此一次，下不为例。
- (4) 未来具体交易的付款方式仍需双方商讨。

10.1.4 出口商拒绝更改付款方式信函的写作要点

- (1) 提及对方提出更改付款方式来函的日期和更改付款方式的具体内容。
- (2) 拒绝更改付款方式的具体情况。
- (3) 说明拒绝的原因。

10.2 样信解析

10.2.1 样信 1: 商议支付方式

Dear Sirs,

We received your letter of October 7, 2014 and learned that you are going to sell our products in your country.

We regret that we are unable to consider your request for payment on D/A basis. As a rule, we ask for payment by L/C.

But, in view of our long-term business relations, we will, as an exceptional case, accept payment for your order by D/P at sight. We trust this will greatly facilitate your efforts in sales.

We hope the above payment terms will be acceptable to you and expect to receive your order in good time.

We look forward to your early reply.

Yours faithfully,

Wordlists:

1. facilitate [fə'siliteit] v. 促进, 帮助
2. exceptional [ik'sepʃənl] adj. 例外的

Notes:

1. as a rule 作为惯例。
2. on D/A basis 按照承兑交单方式, on...basis 按……方式。例如, We are prepared to accept payment for your trial order on D/P basis. 对贵方这批试订购的货物, 我们准备接受付款交单方式付款。
3. payment by L/C 用信用证付款。例如, We adopt payment by L/C. 我们采用信用证付款方式。
- payment 抽象名词, 译为支付(不可数); 具体名词, 译为支付的款额(可数)。例如, monthly payments of RMB30,000 每月付款人民币3万元。
4. as an exceptional case 作为一种破例情况。例如, As an exceptional case, we accept payment for your initial order on D/A basis. 作为一种破例情况, 对贵方这批试订购的货物, 我们准备接受承兑交单方式付款。
5. be acceptable to sth. 可以为某人所接受。例如, We trust that the above terms are acceptable to you and await your final order. 我们相信上述条款可为我方接受, 企盼贵方最后订单。

10.2.2 样信 2: 要求电付方式

Dear Sirs,

We refer to your Contract No.339 covering Cotton Underwear in the amount of RMB700 and Contract No.340 for silk blouse in the amount of RMB600.

As both of these contracts are less than RMB1,000 in value, we would appreciate it if you could ship the goods to us on T/T basis.

We hope you will accommodate us in this respect and look forward to your favorable reply soon.

Yours faithfully,

Wordlists:

accommodate[ə'kɒmədeɪt] v. 照顾, 通融

Notes:

1. cotton underwear 棉质内衣。

2. in the amount of... 总金额计……相同意思的表达还有: for the amount of...例如, We have opened an L/C in your favor in the amount of £25,000. 我方已经开出以贵方为受益人金额为 25 000 英镑的信用证。

3. in this respect 在这方面。

10.2.3 样信 3: 对样信 2 的回复

Dear Sirs,

We have received your letter of October 8 and have noted your request for payment by T/T for contract No.339 and No.340.

We regret that we are unable to consider your request for payment on T/T terms, according to our usual practice, we ask for payment by L/C. But in view of the amount of two transactions being very small, as an exceptional case, we are prepared to accept payment for contract No.339 and No.340 on D/P at sight basis. But we think it advisable to make it clear that D/P will only be applicable if the amount involved for each contract is less than RMB 1,000.

We hope that above payment will be acceptable to you and look forward to hearing from you soon.

Sincerely yours,

Wordlists:

1. transaction [træn'zækʃən] n. 交易

2. advisable [əd'vaɪzəbl] adj. 可取的, 适当的, 明智的

3. applicable ['æplɪkəbl] adj. 可应用的, 可实施的

4. involve [ɪn'vɒlv] v. 牵涉, 涉及, 包含

Notes:

1. on ...terms 按……方式, 按……条款。例如, We regret that we are unable to consider your request for payment on D/A terms. 对贵方要求以承兑交单方式付款一事, 我们歉难考虑。
2. usual practice 惯例。

10.2.4 样信 4: 更改付款方式

Dear Sirs,

We would like to place an order for 100 IBM ThinkPad R512887E5C computers at your price of USD1,300 each, CIF Guangzhou, for shipment during July/August.

We have been dealing with you on sight L/C basis for years and always settled our account promptly. This is a big order involving about USD150,000 and now we have only moderate means at hand, the tie-up of funds for as long as three to four months indeed presents a problem to us. So for this particular order we would like to pay by 30 days L/C.

It goes without saying that we very much appreciate the support you have extended us in the past. If you can do us a special favor this time, please send us your contract, upon receipt of which we will establish the relative L/C immediately.

Yours faithfully,

Wordlists:

1. moderate ['mɒdərit] adj. 中等的, 适度的
2. means [mi:nz] n. 手段, 方法; 财产, 财力, 收入
3. fund [fʌnd] n. 资金, 基金, 专款
4. present ['preznt] v. 提出, 提交, 呈递
5. extend [iks'tend] v. 给予; 延长

Notes:

1. deal with 跟……做生意, 与……做交易。例如, I have dealt with the company for 10 years. 我同这家公司做生意已有 10 年。

2. 30 days L/C 见票后 30 天议付的信用证。

30 days L/C = L/C available by draft at 30 days after sight = time / usance / term L/C at 30 days.

3. settle account 结账。例如, We always settle our account promptly. 我们总是及时结账。

4. tie-up of funds 资金的占用; tie-up 作名词用, 束缚, 停顿。tie up funds 占用资金, 动词短语。例如, They put forward the request for easier payment terms owing to their tie-up of funds in numerous commitments. 由于资金被许多业务占用, 他们提出放宽支付条件的要求。

5. involve 作动词用, 涉及, 卷入。例如, As the extra premium involved is small, we will not ask you to amend the L/C but will deduct it from the commission due to you. 由于所涉及的额外的保险费数额不大, 我方不愿让贵方修改信用证, 但是会从欠你的佣金中扣除。

6. at hand 在手边。例如, We have only a few sample books at hand. 我们手头上仅有一些样品。



小提示: at hand (比较正式), 即将到来; 在手边, 在近处。例如, The great day is at hand. 重大节日即将到来。on hand 在手边; 在手头; 在近旁; 现有; 握有; 到场。例如, The nurse will be on hand if you need her. 如果你需要护士, 她可以随时为你服务。

7. do sb a favor 请某人帮忙做某事。



知识拓展

常见的信用证种类

- (1) 可撤销信用证/不可撤销信用证 revocable L/C/irrevocable L/C。
- (2) 保兑信用证/不保兑信用证 confirmed L/C/unconfirmed L/C。
- (3) 即期信用证/远期信用证 sight L/C/usance L/C。
- (4) 可转让信用证/不可转让信用证 transferable L/C/untransferable L/C。
- (5) 可分割信用证/不可分割信用证 divisible L/C/indivisible L/C。
- (6) 循环信用证 revolving L/C。
- (7) 带电汇条款信用证 L/C with T/T reimbursement clause。
- (8) 无追索权信用证/有追索权信用证 without recourse L/C/with recourse L/C。
- (9) 跟单信用证/光票信用证 documentary L/C/clean L/C。
- (10) 延付信用证/预支信用证 deferred payment L/C/anticipatory L/C。
- (11) 对背信用证/对开信用证 back to back L/C/reciprocal L/C。

10.2.5 样信 5: 对样信 4 的回复——同意更改付款方式

Dear Sirs,

Thank you for your order of 100 sets of IBM Think Pad R512887E5C computers.

Your proposal of paying by 30-day L/C has been carefully studied by us. Usually, we only accept confirmed, irrevocable L/C payable by draft at sight. However, in view of our long-term pleasant relations, we agree to accept your proposal to pay by 30-day L/C. But we wish to make it clear that this accommodation is only for this transaction, which will in no case set a precedent for future transactions.

We enclose our Sales Contract No.105 covering the above order and look forward to your L/C.

Yours faithfully,

Wordlists:

1. proposal [prə'pəuzəl] n. 建议
2. precedent [presidənt] n. 先例, 前例
3. accommodation [ə,kɒmə'deɪʃn] n. 方便, 便利

Notes:

1. order 作名词, 后面跟所订货物时, 一般后接 for 或 of。例如, We thank you for your order of 100 tons Bitter Apricot Kernels. 感谢贵方向我方订购 100 吨苦杏仁。

2. in no case 绝不。例如, You may be assured that in no case will the L/C be delayed. 你放心, 信用证绝不会迟开。

3. set a precedent 开先例。例如, It must be clearly understood that, in so doing, we are not setting a precedent. 必须弄清楚这样做我们并没有开先例。

10.2.6 样信 6: 要求放宽付款条件

Dear Sirs,

Our past purchase of Electrical Fans from you has been paid as a rule by confirmed, irrevocable L/C, which has indeed cost us a great deal. From the moment to open credit till the time our buyers pay us, the tie-up of our funds lasts about three months. Under the present circumstances, this question is particular taxing owing to the tight money condition and unprecedentedly high bank interest.

If you would kindly make easier payment terms, we are sure that such an accommodation would be conducive to encouraging business between us. We propose either "Cash against Documents on Arrival of Goods" or "Drawing on Us at Three Months' Sight".

Your kindness in giving priority to the consideration of the above request and giving us an early favorable reply will be highly appreciated.

Yours faithfully,

Wordlists:

1. taxing ['tæksɪŋ] adj. 难于负担的, 使人感到有压力的
2. tight [taɪt] adj. (钱、商品等) 紧的, 难得到的
3. unprecedentedly [ʌn'presɪdəntli] adv. 空前地
4. conducive [kən'dju:sɪv] adj. 有帮助的
5. priority [praɪ'ɒrɪti] n. 优先

Notes:

1. as a rule = usually 通常。例如, As a rule, commission is allowed to agents only. 按惯例, 佣金只给代理人。

2. cost sb a great deal 让某人花许多钱。例如, Opening L/C indeed costs us a great deal of money. 开信用证实际上花很多钱。



小提示: spend、take、cost、pay 四个表示“花费”意思的区分

(1) spend 的主语必须是人, 常用于以下结构: 1) spend money/time on sth. 在……上花费金钱/时间。例如, I spent two dollars on this book. 这本书花了我 2 美元。2) spend money/time (in) doing sth. 花费金钱/时间做某事。例如, They spent two million dollars (in) building this bridge. 造这座桥花了他们 200 万美元。3) spend money for sth. 花钱买……例如, His money was spent for books. 他的钱用来买书了。

(2) cost 的主语是物或某种活动, 常见用法如下: sth. costs (sb.) + 金钱, 某物花了 (某人) 多少钱。例如, A new computer costs a lot of money. 买一台新计算机要花一大笔钱。

(3) take 后面常跟双宾语, 常见用法有以下几种: 1) It takes sb.+时间 to do sth. 做某事花了某人多少时间。例如, It took them three years to build this road. 他们用了3年时间修完了这条路。2) doing sth. takes sb.+时间, 做某事花了某人多少时间。例如, Repairing this car took him the whole afternoon. 他花了一下午时间修车。

(4) pay 的基本用法是: pay (sb.) money for sth. 付钱(给某人)买……例如, I have to pay them 20 pounds for this room each month. 我每个月要付 20 英镑的房租。

3. under the present circumstances 在这些情况下; 情况既然如此。circumstances=situation/conditions 情况, 境况。under/in... circumstances 在……情况下 (under 比 in 用得更普遍)。例如, Under the circumstances, we have to accept the transaction. 既然如此, 我们只好接受这笔交易。

4. tight money 紧缩银根。

5. make easy payment terms 易于接受的条件, 容易的条件。

6. be conducive to sth.=be helpful to sth. 有助于。例如, Accumulating information is conducive to success in business. 信息的积累对生意有帮助。

7. cash against document on arrival of goods 货到后凭单付款。

简称 CAD = cash against documents 凭单付款

类似的表达还有: Cash against Delivery 货到付款; Cash against Shipping Documents 凭运输单据付款。

8. draw on sb.= draw a draft on sb 开出向某人索取……的汇票; 开出以某人或某公司为付款人的汇票, 这里, 不及物动词 draw 作“开立票据”解, 因此 draw a draft=draw。例如, As agreed, we are drawing (a draft) on you for the value of this sample shipment. 双方同意, 我们开出以贵方为付款人的样品货物价值的汇票。

常用的表达还有: draw on us at three months' sight 开出见票 3 个月付款的汇票; draw at 30 days D/P 开立 30 天期的付款交单汇票; draw on sb. against sth 开出汇票向某人索取某笔款项; draw D/P against your purchase 按付款交单方式收贵方这批货款。

9. give priority to... 给……以优先权, 优先考虑。例如, As we are your old customer, we hope you can give priority to our inquiry in your sales program. 由于我们是贵方的老客户, 因此, 希望能在贵方的销售计划中优先考虑我方的询盘。

10.2.7 样信 7: 对样信 6 的回复

Dear sirs,

We note from your letter of August 2 that you wish to ask for an extension of our terms.

Actually, there is nothing unusual in our original arrangement. Counting from the time you open credit till the time shipment reaches your port, the interval, which is quite normal, is only about three months. Besides, your L/C is opened when the goods are ready for shipment. In this case, we are sorry that we cannot meet your request.

As we must adhere to our customary practice, we sincerely hope that this will not affect our future business relations.

As soon as a fresh supply of Electrical Fans comes in, we will contact you.

Your faithfully,

Wordlists:

1. original [ə'ridʒənəl] adj. 原有的，原先的
2. count [kaunt] v. 计算
3. interval ['intəvəl] n. 间隔的时间；距离
4. normal ['nɔ:məl] adj. 正常的，正规的，标准的
5. adhere [əd'hiə] v. 坚持
6. customary ['kʌstəməri] adj. 习惯上的，惯常的
7. affect [ə'fekt] v. 影响

Notes:

1. nothing unusual 通常之事，平常之事，这里是双重否定意思变为肯定语义。
2. original arrangement 原先的安排。
3. in this case 情况就是这样，鉴于这种情况，相同意思的表达有：such being the case。
例如，In this case, we have to turn to the other suppliers. 既然如此，我们只好去找其他供货商。
4. interval 间隔的时间。例如，Shipment is arranged at intervals of one month. 装运货物按每隔一个月安排。

常用短语：at intervals 每隔一会儿；at regular intervals 每隔一定时间。

5. adhere to... 坚持（原则或政策等）。例如，we wish to assure you that we adhere to our policy of providing high-quality products at competitive prices. 我们保证，我们一贯坚持原则，提供价格有竞争力的高质量产品。



小提示：几个同义词的区分

adhere to 坚持原则、政策；insist on 坚持意见、主张；persist in 坚持行动；abide by 遵守，同意；conform to 遵守，符合；comply with 遵守，服从，用于正式的场合。

例如，I will abide by the director's decision. 我将遵从主任的决定。

Car drivers must adhere to the rules of driving. 汽车司机必须遵守驾驶规则。

All individuals are required to conform to the laws made by their governments. 每个人都应该遵守政府制定的法律。

Our company complies with governmental regulations on paying taxes. 我们公司遵守政府有关纳税的规定。

10.3 实用句子

10.3.1 信用证付款方式

(1) Our custom is to accept payment by L/C. 我们的惯例是以信用证方式付款。

(2) Our usual terms of payment are by a confirmed irrevocable letter of credit by draft at sight. 我们通常的支付方式是以保兑不可撤销的、凭即期汇票支付的信用证。

(3) The Buyer shall open a confirmation irrevocable L/C in favor of the Seller with/through the bank acceptable to the Seller, one month before the shipment, and it's valid for 15 days after shipment. 买方通过卖方可接受的银行在装运前一个月开立以卖方为抬头的保兑不可撤销信用证,有效期至装运后 15 天。

(4) The Buyer should accept the documentary draft at 20 days' sight upon the presentation and make payment on the maturity. 买方对卖方开具的见票后 20 天付款的跟单汇票于提示时应予以承兑,并应于汇票到期日付款。

(5) The L/C terms have been agreed on as follows. 信用证的付款方式是双方商定的,内容如下。

(6) Our usual mode of payment is by confirmed, irrevocable letter of credit, available by draft at sight for the full amount of the invoice value to be established in our favor through a bank acceptable to us. 我们的付款方式一般是以保兑不可撤销的以我公司为受益人的、按发票金额见票即付的信用证支付。该信用证应通过我们认可的银行开出。

(7) From the time you open credit until the shipment reaches your port is normally about three months. 从贵方开出信用证的时间算起到货物抵达贵方港口,这段时间正常大约是 3 个月。

(8) We shall open an irrevocable letter of credit in your favor, payable in Hong Kong against shipping documents. 我方将开立以贵方为受益人的、不可撤销的信用证,在香港付款交单。

10.3.2 其他付款方式

(1) We usually accept payment by L/C at sight draft, but never by C.O.D. 通常我们接受即期信用证付款,我们从不接受货到付款的办法。

(2) We regret we cannot accept CAD on arrival of goods at destination. 我方抱歉不能接受货到目的港后凭单付款的支付方式。

(3) Our terms of payment are D/P instead of D/A. 我方的付款方式是付款交单而不是承兑交单。

(4) In order to conclude the business, I hope you will meet me halfway. What about 50% by L/C and the balance by D/P? 为了做成这笔生意,希望双方都各让一步。50%以信用证付款,50%按付款交单怎么样?

(5) As establishing L/C costs us a great deal of money, we propose D/A payment terms. 因为开信用证使我方花许多钱,所以我方建议承兑交单的付款方式。

(6) We can do the business on 60 days D/P basis. 我们可以按 60 天付款交单的方式进行

交易。

(7) The Buyer should pay 100% of the sale amount to the Seller in advance by telegraphic transfer not later than Dec. 15th. 买方应不迟于12月15日, 将100%的货款用电汇预付至卖方。

(8) The Buyer should make immediate payment against the presentation of the draft issued by the Seller. 买方应凭卖方开具的即期汇票于见票时立即付款。

(9) Owing to our tight money condition, will you kindly make your payment terms easier for us this time? 因为我方资金紧张, 能否这次放宽支付条件?

(10) In view of your good financial standing, we agree to cash against documents on arrival of goods. 鉴于贵方的良好资信情况, 我方接受货到时交单付款方式。

(11) In view of the small amount of this transaction, we are prepared to effect shipment on D/P basis. 鉴于这笔交易金额甚微, 我们准备以付款交单方式办理装运。

(12) The change in payment terms will involve a lot of extra expenses. 付款方式的变动将涉及许多额外花费。

(13) We'll agree to change the terms of payment from L/C at sight to D/P at sight. 我们同意将即期信用证付款方式改为即期付款交单。

(14) In compliance with your request, we exceptionally accept delivery against D/P at sight, but this should not be taken as a precedent. 按贵方要求, 我方破例接收即期付款交单, 但下不为例。

(15) I regret to say that we must adhere to our usual practice and sincerely hope that this will not affect our future business relations. 遗憾地告知贵方, 我们必须遵守惯例, 并真诚希望这不会影响我们未来的贸易关系。

(16) For such a large amount, L/C is costly. Besides, it ties up my money. All this adds to my cost. 开这样大数额的信用证, 费用很大, 再说资金也要积压, 这些都要使成本增加。

(17) You may draw on Bank of China, Tianjin branch at sight for the amount of the invoice. 贵方可开具以中国银行天津分行为付款人的发票金额的即期汇票。

本章小结

出口商为了适应国际间激烈的竞争, 在支付方式上给予国外进口商以各种优惠待遇。目前, 进出口贸易中, 较常用的支付方式有汇付 (Remittance)、托收 (Collection) 和信用证 (Letter of Credit)。大额交易时主要使用信用证, 小笔交易用托收和汇付来完成。汇付包括信汇 (M/L)、电汇 (T/T) 和票汇 (D/D)。托收 (Collection) 分为光票托收和跟单托收。跟单托收 (Documentary Collection) 的付款方式普遍用于国际贸易。跟单托收方式中的付款交单又可分为即期付款交单 (D/P at sight) 和远期付款交单 (D/P after sight)。对出口商来说, D/P 比 D/A 更加安全。信用证支付是这三种付款方式中最常用的, 因为它能为买卖双方提供高度保障。

复习思考题

1. Put the following Chinese into English.

- (1) 交货付现
- (2) 汇款
- (3) 电汇
- (4) 信汇
- (5) 票汇
- (6) 承兑交单
- (7) 付款交单
- (8) 汇票
- (9) 发票
- (10) 托收

2. Choose the best answer.

- (1) As agreed upon in our negotiations, payment_____L/C.
A. by B. is by C. will be D. will by
- (2) A bank that opens a L/C at the request of an importer is a (an)_____.
A. accepting bank B. paying bank C. issuing bank D. informing bank
- (3) _____you fulfill the terms of the L/C, we will accept the drafts drawn under this credit.
A. Provided B. To provide C. Supplied D. Furnished
- (4) Taking into consideration of our long standing business relations with you, we accept _____by D/P.
A. enquiries B. invitations C. installment D. payment
- (5) As usual, we are_____on you at 30 days in favor of HSBC Bank for the value of the consignments and trust you will accept our draft upon_____.
A. collecting, documentation B. drawing, presentation
C. remitting, presentation D. paying, documentation
- (6) If the amount_____that figure, an L/C is required.
A. involve B. covers C. exceeds D. prevails
- (7) In order to promote business between us to our mutual advantage, we shall consider _____payment by D/P at 60 days.
A. accepting B. accept C. to accept D. acceptance
- (8) Your request for earlier payment is unacceptable to us since our money has been_____by some other businesses.
A. taken up B. brought C. placed D. tied up
- (9) The relative L/C should be issued through a third country bank in Italy_____the sellers.
A. available by B. available to C. acceptable by D. acceptable to
- (10) It needs_____that the L/C should reach us 30 days before the month of shipment.

A. being mentioned

B. to be mentioned

C. mentioned

D. mention

(11) We invite your attention to the fact _____ the L/C covering your order No. 111 has not reached us in spite of our repeated request.

A. what

B. that

C. where

D. there

(12) We very much appreciate it if you can _____ us this time.

A. consider

B. extend

C. accommodate

D. facilitate

(13) In international trade, the often used means of payment is _____.

A. check

B. draft

C. L/C

D. M/T

(14) Foreign trade can be conducted on the following terms of payment except for _____.

A. public bonds

B. documentary collection

C. documentary credits

D. open account

(15) A letter of credit would _____ the cost of our imports.

A. reduce

B. raise

C. grow

D. drop

3. Translate the following sentences into English.

(1) 按照目前的情况, 如果交易不超过 1 000 英镑, 我们可以接受付款交单方式。

(2) 如果贵方能同意按即期信用证付款, 我们即能达成交易。

(3) 鉴于我们之间的友好关系, 我们给贵方此次照顾。

(4) 鉴于我们双方长期的友好关系, 此次我们例外地接受见票 60 天后付款交单方式。

(5) 贵方以付款交单方式付款的要求, 我方已予考虑, 鉴于这笔交易金额甚微, 我们准备以此方式办理装运。

(6) 买方建议用承兑交单作为付款方式, 但卖方不愿例外。

(7) 我们不同意开具 30 天期的承兑交单汇票。

(8) 我们同意将即期信用证付款方式改为即期付款交单。

(9) 以后的交易我们以付款交单方式支付。

(10) 我们可以按 60 天付款交单的方式进行交易。

4. Translate the following sentences into Chinese.

(1) As agreed, we are enclosing our draft at 30 days for acceptance by your bankers.

(2) In order to ensure a early delivery, we enclose a draft for the amount of USD3,000.

(3) Under the present circumstances, we can accept D/P payment terms if the transaction does not exceed USD10,000.

(4) Since the amount involved is small, we are prepared, as an exception, to accept payment by D/A.

(5) This problem will involve us in no small trouble.

(6) In view of the pleasant business relations for as long as 15 years, we agree to make a concession and trust it will suit your requirements.

(7) We have instructed our bank to open a L/C for the amount of this order.

(8) Payment is to be made by letter of credit.

(9) We agree to draw at 30 days D/P.

(10) We are prepared to accept payment for your trial order on D/P basis.

5. Translate the following letter into English.

敬启者：

我们收到贵方 2002 年 10 月 7 日来函，得知贵方欲在贵国销售我方产品。

很遗憾，我方不能同意贵方承兑交单付款方式的要求。作为惯例，我方要求信用证的付款方式。

但是考虑到双方长期的业务关系，作为特例，我方对此批货物接受即期付款交单方式。相信这样做将有助于贵方努力推销。

我们希望上述支付条件会被贵方接受，希望及早收到贵方订货。

盼早复。

谨上

6. Write a letter according to the given material.

收到贵方 6 月 10 日来信，谢谢。得知贵方欲购买总额为 5 000 美元的胡桃仁，甚为高兴。关于支付方式，贵方建议发票全额采用付款交单的方式。


然而很遗憾，我方不能接受贵方采用付款交单支付方式的建议。因为，我们通常要求采用保兑、不可撤销即期信用证支付。我方不能做出与我方惯例相悖的安排，特别是针对新客户。我们能否建议初次交易采用信用证方式，以后再讨论其他付款方式？

期待贵方首次订货。



Chapter 11

Urging Establishment, Amendment and Extension of L/C



本章相关专业知识简介

在以信用证方式付款的合同中，一般都明确规定进口商在什么时间开立信用证，并规定信用证的有效期。例如，在装船前 30 天开立信用证，有效期为装船后 15 天内在中国议付有效。但在实际业务中，进口商在市场发生变化、手续烦琐或自己资金短缺时，往往拖延开证的时间，所以出口商催促进口商开立信用证常常是出口成交后一项非常重要的工作。出口商一般是在货已备妥或交货日期临近时催开信用证。

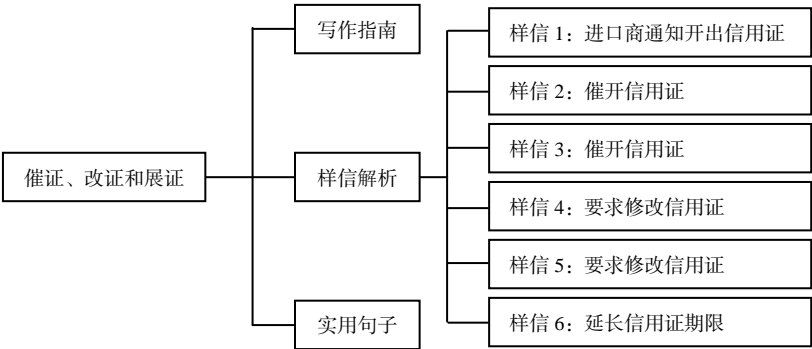
信用证应当严格按照合同条款的规定开立。然而在实际业务中，由于种种原因，如工作上的疏忽、电文传递中的错误、贸易习惯的不同、市场行情的变化或进口商故意加列对其有利的条款等，所开出的信用证往往与合同的规定不符，需要出口商及时对开出的信用证进行审核，并要求进口商对有问题的信用证进行修改。

信用证的特点决定了出口商的交单必须与信用证规定完全一致。银行议付出口商的单据是严格遵守“单证一致”的原则的。因此，信用证条款与合同规定是否一致，是出口商在信用证方式收取货款、顺利履行交货义务的前提。但在实际业务中，出口商收到的国外来证经常与合同不符，有的是由于开证人和开证银行的工作疏忽；有的是进口商出于不良动机而故意玩弄手法，投机取巧，制造障碍。因此，出口商必须对国外来证进行严格的审核。当出口商根据合同对信用证进行审核后，若发现与合同规定的内容不符或不能接受或无法办到的条款，为不影响合同的履行和收汇的安全，可按合同规定向进口商提出修改信用证。进口商因一些形势或情况的变化，也可以按规定对信用证提出修改。通常的手续是，进口商应首先征得出口商同意，然后通知开证银行进行修改。修改信用证的要求一般用电传、电报或传真提出。

本章学习目标

- 了解催开信用证和修改信用证的原因；
- 掌握通知开立信用证信函的写作；
- 掌握催开信用证信函的写作；
- 掌握修改信用证信函的写作；
- 掌握延展信用证信函的写作；
- 能够根据贸易合同和 UCP600 正确审核信用证，并提出修改意见。

学习导航



11.1 写作指南

11.1.1 通知开立信用证信函的写作要点

- (1) 进口商通知出口商信用证已开出，并明确开证行、信用证号码、金额以及有效期。
- (2) 进口商特别强调出口商到银行议付款项时所需要的跟随汇票的装运单据。
- (3) 表示期待订货的准时到达。

11.1.2 催开信用证信函的写作要点

- (1) 出口商表示装运日期迫近，但有关信用证尚未收到。
- (2) 催促进口商尽快开出信用证，以在规定时间内装运货物。
- (3) 强调注意事项。
- (4) 期待进口商回复。

11.1.3 修改信用证信函的写作要点

- (1) 感谢进口商开来的信用证，并引出信用证号码。
- (2) 指出信用证与合同的规定不符之处，并说明如何修改。
- (3) 感谢进口商合作，并希望信用证修改书早日开到，以利于继续履约。

11.1.4 延展信用证信函的写作要点

- (1) 出口商确认收到信用证。
- (2) 指出无法按期装运货物及其充分理由。
- (3) 出口商告知进口商预计可装船时间,并要求进口商延展装运日期和信用证的有效期。

11.2 样信解析

11.2.1 样信 1: 进口商通知开出信用证

Dear Sirs,

Re: Our order No.334

We have established a confirmed, irrevocable L/C in your favor for USD15,000 with Commercial Bank of Africa, valid until October 15. You are authorized to draw at 60 days' draft through our bank in Ghana against this credit for the amount of your invoice. The bank will require you to present the following documents when submitting your draft:

A full set of clean shipped Bill of Lading in triplicate

Commercial Invoice in triplicate.

Packing List

Certificate of Insurance

Certificate of Origin

As the season is drawing near, our buyers are in urgent need of the goods. Please arrange shipment of the goods ordered by us upon receipt of the L/C. we would like to stress that any delay in shipment will involve us in no small difficulty. We hope you will let us know the name of the carrying vessel and its sailing date.

Thank you in advance for your cooperation.

Yours truly,

Wordlists:

1. valid ['vælid] adj. 有效的
2. triplicate ['triplikit] n. 一式三份
3. submit [səb'mit] vt. 提交
4. vessel ['vesl] n. 船

Notes:

1. establish/open/issue a L/C in one's favor for... 开立以某人为受益人金额为……的信用证。例如, We have instructed our bank, Bank of China, Shanghai branch, to issue a confirmed irrevocable L/C for USD650,000 in your favor. 我们已经指示中国银行上海分行开立金额为 650 000 美元的以贵方为受益人的保兑的不可撤销信用证。



小提示：开立信用证，最普遍的是 open L/C；比较正式的说法是 establish L/C；从银行的角度还可以说 issue L/C。

2. valid until... 有效期至……例如，The L/C will be valid until November 14. 本信用证的有效期至 11 月 14 日。

3. are authorized to 被授权做某事。

4. Bill of Lading 提单。

5. Commercial Invoice 商业发票。

6. Packing List 装箱单。

7. Certificate of Insurance 保险单。

8. Certificate of Origin 原产地证。

9. be in urgent need of... 急需……

相似的表达还有：Our buyers are badly in need of the goods. 我方买主急需该货。in need of 需要；in urgent need of/ badly in need of 急需要。例如，Kindly remember that the goods shall be shipped during November, as we are in urgent need of them. 切记，货物须在 11 月发运，以供急需。

10. to involve us in no small difficulty 使我们陷入不小的困境。



知识链接

如何开立信用证

1. 开证申请：填写开证申请表。

2. 开证要求：进口商必须确切地将信用证开立的指示完整而明确地告知银行。

3. 开证安全性：

(1) 银行接到开证申请人完整的指示后，必须立即按该指示开立信用证。

(2) 银行有权要求申请人交出一定数额的资金或以其财产的其他形式作为银行执行其指示的保证。

4. 申请人与开证行的义务和责任：

申请人对开证行承担三项主要义务。

(1) 申请人必须偿付开证行为取得单据代向受益人支付的贷款。在他付款前，作为物权凭证的单据仍属于银行。

(2) 如果单据与信用证条款相一致而申请人拒绝“赎单”，则其作为担保的存款或账户上已被冻结的资金将归银行所有。

(3) 申请人有向开证行提供开证所需的全部费用的责任。

开证行对申请人承担两次责任。

(1) 开证行一旦收到开证的详尽指示，有责任尽快开证。

(2) 开证行一旦接受开证申请，就必须严格按照申请人的指示行事。

11.2.2 样信 2：催开信用证

Dear Sirs,

Our Sales Confirmation No.SX260

With reference to the 4,000 dozen shirts under our Sales Confirmation No.SX260, we wish to draw your attention to the fact that the date of delivery is approaching, but up to the present we have not received the covering L/C. Please do you utmost to expedite the L/C so that we may execute the order within the prescribed time.

In order to avoid subsequent amendments, please see to it that the L/C stipulations are in exact accordance with the terms of the contract.

We look forward to receiving your favorable response at an early date.

Yours truly,

Wordlists:

1. expedite ['ekspidait] v. 迅速执行, 赶办
2. prescribe [pris'kraib] v. 规定, 指定
3. subsequent ['sʌbsikwənt] adj. 后来的, 随后的
4. stipulation [stipju'leiʃən] n. 规定 (抽象名词); 合同的条文 (具体名词)
5. response [ri'spɒns] n. 回答, 反应

Notes:

1. with reference to 兹谈及, 关于, 对于, 至于 (一般用于商务书信的开头, 表示事由)。类似的表达方式还有: in reference to; referring to; with regard to; in regard to; regarding; as to; as for。

例如, With reference to payment, we can accept L/C payment terms. 关于支付, 我们接受信用证方式。

2. under our Sales Confirmation No.SX260. 我们第 SX260 号售货确认书项下的。

**小提示: 在函电中 under 的用法**

under the present circumstance 在目前的情况下。

under separate cover 另外邮寄。

under no circumstances 无论如何。

3. draw your attention to the fact that...请贵方注意……

这是 that 引导的同位语从句。同样的表达方式还有 call / invite one's attention to the fact that...

4. approach=draw near 临近, 靠近。例如, As the holiday season is approaching, we are in urgent need of the colored candles. 由于假日季节临近, 我们急需这批彩色蜡烛。

5. up to the present 至今, 到现在为止, 状语短语, 与现在完成时搭配。例如, Up to the present, we've had no news about him. 我们至今还没有他的消息。

同样的表达方式还有: up to now; up to date; so far; until now。

6. do you utmost to expedite 竭尽全力做。相似的表达还有: do your best; try your utmost; exert your best efforts。

7. in order to avoid subsequent amendments 为了避免今后的修改。



小提示: in order to 与 so as to 常与不定式连用, 在句子中表示目的状语。同样, in order to 可以用于句首, 而 so as to 却不可以。so that 引导目的状语从句。此外, 还有 in order that 和 that 等引导的目的状语从句, 译为“以便, 为了, 目的是”。

8. see to it that... 负责, 注意……例如, Please see to it that you ship the goods within the stipulated time. 请注意在规定时间内发货。

9. expedite L/C 加快开立信用证。类似的表达还有: urge L/C; rush L/C; speed up L/C; hasten L/C。

10. in accordance with ... 与……一致。相同意思的表达还有: in conformity with; in compliance with; conform with; comply with。

in exact (full) accordance with... 与……完全一致。

in strict accordance with... 与……严格一致。例如, The quality of the goods must be in exact accordance with that of the sample. 货物的质量必须与样品的质量完全一致。



知识链接

卖方向买方发函提醒或催促对方开立信用证的情况

(1) 如出口合同规定的装运期限较长(如3个月或6个月), 而买方应在我方装运期前的一定时日(如30天)开立信用证者, 则我方应在通知对方预计装运日期的同时, 催请对方开证。

(2) 如果我方根据备货和承运船舶的情况, 可以提前装运时, 则可商请对方提前开证。

(3) 即使开证限期未到, 但发现客户资信不好, 或者市场情况有变, 也可催促对方开证。

(4) 进口商经常延迟开证。

11.2.3 样信 3: 催开信用证

Dear Sirs,

Re: Our Sales Confirmation No.AJ105

The goods under the captioned S/C have already been ready for shipment. The date of delivery is approaching, but we still have not received your covering Letter of Credit up to date. Please do your utmost to rush the L/C, so as to enable us to effect shipment within the stipulated time.

In order to avoid subsequent amendments, please see to it that the L/C stipulations conform to the terms of the contract. Moreover, we wish to invite your attention to the fact that the contract is concluded on FOB Shanghai basis; therefore, your responsibility is to dispatch the vessel to the loading port in due course.

We are looking forward to receiving your L/C soon.

Yours faithfully,

Wordlists:

dispatch [di'spætʃ] v. 派遣; 发送

Notes:

1. shipment 通常有三种语义:

(1) 作具体名词, 译为“装船的货物, 运输的货物”。例如, We will persuade the supplier to get the shipment ready on time. 我们将说服供货商按时备好货物。

(2) 作抽象名词, 译为“装运, 装船”。例如, Shipment is to be made at the end of May. 5月底装船。

(3) 作具体名词, 译为“装船期限”。例如, Please extend shipment for 30 days. 请延长装船期限 30 天。

2. be ready for shipment 备妥待运。例如, We are glad to inform you that the goods you ordered are ready for shipment. Please let us have your instructions for packing and dispatch. 我方高兴地通知贵方所订购的货物已备妥待运, 请告知包装及装运之要求。

3. conform to... 与……相符, 与……相一致。例如, Please see to it that the L/C stipulations conform strictly to the terms of the contract so as to avoid subsequent amendments. 请务必注意信用证的规定和合同条款严格一致, 以避免日后的修改。

4. loading port 装运(货)港。

11.2.4 样信 4: 要求修改信用证

Dear Sirs,

Thank you for your L/C No. 3589, but we regret to say that we have found a number of discrepancies. Please amend the L/C as follows:

1. "Messrs Johnson & Co." should read "Barclays Bank, London, England".
2. The amount both in figures and in words should respectively be CAD55,000 and Say Canadian Dollars Fifty-five Thousand Only.
3. Draft should be at sight instead of at 60 days after sight.
4. Insert "Children" before "Bicycles".
5. The port of destination should be London instead of Liverpool.
6. The date and place of expiry should read: October 30, 2003 in Beijing, China.

Your early fax amendment to the L/C will be highly appreciated.

Yours faithfully,

Wordlists:

1. discrepancy [dis'krepənsi] n. 不符点, 差异

2. amend [ə'mend] v. 修改

3. insert [in'sə:t] v. 插入, 嵌入

4. destination [desti'neiʃən] n. 目的地, 终点

5. expiry [iks'paiəri] n. 期满

6. amendment [ə'mendmənt] n. 修改(抽象名词); 信用证修改书(具体名词)

Notes:

1. to find discrepancy 发现差异。例如, We have received your L/C No.531 and on checking up the clauses, have found the following discrepancies in it. 我们已经收到贵方第 531 号信用证, 当核实条款时, 发现信用证里有如下不符点。

2. read 有……的表达, 措辞。例如, The sign reads “no smoking”. 这个标牌内容是“禁止吸烟”。

3. amount both in figures and in words 用文字和数字描述金额。

4. to insert(delete)加上(删去)。例如, Please insert the clause “by direct steamer” and delete the wording “Transshipment and partial shipment are allowed”. 请加上“直航船”条款, 删去“允许转船和分批装运”字样。

5. instead of 代替, 而不是。相近意思的表达还有: rather than 而非, 而不是。

例如, We would like you to pack the goods in wooden cases instead of cartons.

= We would like you to pack the goods in wooden cases rather than cartons.

我们希望你们用木箱, 而不是用纸箱包装货物。

再如, Rather than extended the L/C, the buyer asked us to ship the goods as scheduled.

= Instead of extending the L/C, the buyer asked us to ship the goods as scheduled.

买方没有展证, 而是要求我们立刻装运。

6. amendment to the L/C 信用证的修改书, 这里 amendment 作抽象名词, 译为修改; 作具体名词, 译为修改书。例如, Upon receipt of your amendment to the L/C, we shall immediately make shipment of the goods. 收到信用证的修改书后, 我们就会立即装船。



知识链接

从要求修改者的角度划分, 信用证修改通常发生的几种情况

1. 出口商(受益人)要求修改信用证

(1) 由于信用证内容与合同不符。

(2) 信用证中某些条款受益人无法办到。例如, 来证规定货物不允许转运, 但实际上并无直航船只抵达目的地。

(3) 货源或船期等出现问题, 要求展期。

2. 进口商(开证申请人)要求展期

(1) 由于市场或销售情况发生变化。例如, 需要提前或推后发货, 增加或减少货物数量或品种, 改变信用证单价、金额等。

(2) 进口国某些情况发生变化, 使信用证必须修改, 才能进口有关货物。例如, 进口国政策改变, 规定进口某些货物必须具备某特定单据等。

(3) 国际政治、经济形势变化, 使进出口风险增加。例如, 当战争爆发时, 进口商要求增保战争险或改变航运路线等。

3. 开证行工作疏漏

在打字或传递上造成的错误使信用证必须更正。

11.2.5 样信 5: 要求修改信用证

Dear Sirs,

We have received your L/C No. 7375 issued by Standard Chartered Bank for the amount of USD77,000, covering 1,000 pieces of shearing machines. On perusal, we find that your letter of credit does not allow transshipment and partial shipment.

As direct steamers to your port are few and far between, we have to ship via Hong Kong frequently. As to partial shipment, it would be to our mutual benefit because we could ship immediately whatever we have on hand instead of waiting for the whole lot to be completed.

Therefore, we sent you a cable this morning, which reads:

L/C7375 PLSCABLE AMENDMENT ALLOWING TRANSSHIPMTPARTSHIPMT

We shall appreciate it if you will see to it that amendment is faxed without delay, as our goods have been packed ready for shipment for quite some time.

Yours faithfully,

Wordlists:

1. issue ['ɪʃju:] v. 开立 (信用证), 开出
2. perusal [pə'ru:zəl] n. 细读, 详阅
3. transshipment [træns'ʃɪpmənt] n. 转运, 转船
4. partial ['pɑ:ʃəl] adj. 部分的
5. frequently ['fri:kwəntli] adv. 频繁地, 屡次地

Notes:

1. Standard Chartered Bank 渣打银行。



知识链接

渣打银行简介

渣打银行是世界权威银行, 业务集中于亚洲、次大陆、非洲、中东及拉丁美洲等新兴市场。渣打银行主要业务包括零售银行服务如按揭、投资服务、信用卡及个人贷款等, 商业银行服务包括现金管理、贸易融资、资金及托管服务等。渣打银行集团在全球拥有 600 家分支机构, 遍布世界 56 个国家。渣打银行自 1858 年在上海成立第一家分行以来, 已成为国内历史最悠久的外资银行。1949 年新中国成立后, 渣打银行得到允许继续留在上海营业, 并应新政府要求协助打开新中国的金融局面。50 年代, 渣打银行对中国的贷款业务着重在化学及钢铁工业方面。80 年代改革开放, 渣打银行率先重建在中国的服务网络。加之已有的上海分行, 渣打银行遍布中国的 15 个城市, 成为在华网络最广的外资银行。

2. shearing machines 剪毛机。
3. on perusal=on checking=on examination 在细阅之后。
4. partial shipment 分批装运。

5. few and far between 稀少的, 隔很久才发生的。例如, Holidays are few and far between for a salary man. 对一个工薪人员来说假期并不常有。在课文中 As direct steamers to your port are few and far between, we have to ship via Hong Kong more often than not. 表示直达轮很少到达对方港口的情况。

6. via(拉丁语, =by the way)经由, 通过。例如, The goods will be shipped via Hong Kong. 这批货物经由香港运输。

7. amend 修改, 更改, 常见的用法如下:

(1) amend ... (so as) to read... 将……改为……例如, Please amend the amount of the L/C to read “2% more or less”. 将信用证数量改为 “溢短装 2%”。

(2) amend ...as... 将……改为……例如, Please amend the L/C as allowing partial shipment.= Please amend the L/C to allow partial shipment. 请将信用证修改为允许分批装船。



知识链接

修改信用证应该注意的内容

(1) 修改信用证的要求应尽可能一次性具体明确地提出, 以减少往返改证, 避免延误时间。

(2) 对于不可撤销信用证中任何条款的修改, 都必须取得当事人的同意后才能生效。

(3) 受益人对开证行和买方提出的信用证修改内容的接受或拒绝有两种表示形式, 即做出接受或拒绝该信用证修改的通知, 或者以行动按照信用证的内容办事。

(4) 收到信用证修改后, 应及时检查修改内容是否符合要求, 并分别情况表示接受或重新提出修改。

(5) 对于修改内容要么全部接受, 要么全部拒绝, 部分接受修改的内容是无效的。

(6) 有关信用证修改必须通过原信用证通知行才真实有效, 通过买方直接寄送的修改申请书或修改书复印件不是有效的修改。

(7) 明确修改费用由谁承担。

11.2.6 样信 6: 延长信用证期限

Dear Mr. Jones:

Re: Your L/C No.20998 10 M/T Hen Egg Yolk

We thank you for your L/C for the captioned goods. We are sorry that owing to some delay on the part of our suppliers, we are unable to get the goods ready before the end of this month.

It is expected that the consignment will be ready for shipment in the early part of May and we are arranging to ship it on S/S “East Wind” sailing from Dalian on or about May 10th.

Therefore, We have to request you to extend the date of shipment and validity of the L/C to May 15 and to May 30 respectively, so as to enable us to effect shipment of the goods in question.

Since this is an urgent matter, please confirm the extension by fax. Your compliance with our request will be highly appreciated.

Sincerely,

Wordlists:

1. validity [væ'lidity] n. 有效期
2. consignment [kən'sainmənt] n. 托运; 托运的货物
3. extension [iks'tenʃən] n. 延期
4. respectively [ri'spektivli] adv. 分别地, 各自地

Notes:

1. on or about 10th May 大约 5 月 10 日。

2. It is expected that... 是形式主语结构, 真正的主语是 that 引导的名词从句。例如, It is expected that more and more people will eat healthy food. 希望越来越多的人食用健康食品。

类似的结构有许多: It is said that...(= Somebody says that...) 据说; It is believed that...(= Some people believe that...) 据信; It is reported that...(=Somebody reports that...) 据报道; It is supposed that...(= People suppose that...) 据认为。

3. in the early part of May 或 early in May 5 月上旬。相似的表达方式还有: mid May 5 月中旬, late in May 5 月下旬。

4. to extend...to... 把……延展至……例如, Please extend by cable the shipment date and the validity of your L/C to 15 May and 1 June respectively, thus enabling us to effect shipment of the goods. 请电展装运期和有效期分别至 3 月 15 日和 6 月 1 日, 以便我们装运货物。



小提示: delay 和 postpone 指将某事的处理时间“延迟”。例如, 将今日的会议延至明日开等。严格地说, 它们与 extend 不是同义词。

5. in question 正被谈论的, 谈及的, 一般作后置定语。例如, The goods in question are not available at present. 谈及的货物目前无货。

6. since、because、as 和 for 这四个词都可以用来引导原因状语从句, 差别如下: 在语气上, because 最重, 表示的是直接原因, 回答 why 时, 只能用它。其次是 since 和 as, 一般不表示原因, 而是表明理由, 进一步说明, since 译为“既然,” as 译为“由于”。for 被认为复合句的并列连词(常用于推断), 表示理由。具体举例如下:

I didn't go to school yesterday because I was ill. 我昨天没去上学, 因为我生病了。

Since everybody is here, let's begin our meeting. 既然大家都来了, 让我们开会吧。

As you are in poor health, you should not stay up late. 由于你身体不好, 你就不该熬夜。

I asked her to stay to tea, for I had something to tell her. 我请她留下来喝茶, 因为我有事要告诉她。

在函电中, 当表明理由, 进一步说明时, 我们常用 as。



知识链接

信用证审核中可能会出现的问题

(1) 信用证的性质: 信用证未生效或有限制生效的条款; 信用证内漏列适用国际商会 UCP 规则条款; 信用证未按合同要求加保兑; 信用证密押不符。

(2) 信用证有关期限: 信用证中没有到期日(有效期), 信用证的到期日应该符合买卖合同的规定, 一般为货物装运后 15 天或者 21 天; 到期的地点一定要规定在出口商所在地以便做到及时交单; 信用证的到期日和装运期有矛盾; 装运期、到期日或交单期规定与合同不符; 装运期或有效期的规定与交单期矛盾; 交单期限过短, 例如, Documents must be presented with 5 days after the date of shipment but within the validity of the credit. 5 天的交单期过于紧张, 出口商可能会来不及制单, 所以一般要求 15~21 天。

(3) 信用证当事人: 开证申请人公司名称或地址与合同不符; 受益人公司名称或地址与合同不符。

(4) 信用证金额货币: 信用证号码有矛盾; 信用证金额不够(不符合合同、未达到溢短装要求); 金额大小写不一致; 信用证货币币种与合同规定不符。

(5) 汇票: 付款期限与合同规定不符; 没有将开证行作为汇票的付款人, 信用证方式结算中, 开证行承担第一付款责任, 所以汇票指定的付款人应该是开证行, 而不是进口商。

(6) 分批和转运: 分批规定与合同规定不符; 转运规定与合同规定不符; 装运港口与合同规定或成交条件不符; 目的地不符合合同或成交条件; 装运期限与合同规定不符。

(7) 货物: 货物品名规格不符; 货物数量不符; 货物包装有误; 商品单价有误; 贸易术语错误; 使用术语与条款有矛盾; 货物单价数量与总金额不吻合; 证中援引的合同号码与日期错误; 漏列溢短装规定。

(8) 单据。单据主要存在的问题包括: 发票种类不当, 商业发票要求领事签证, 例如一份中国出口巴拿马的信用证中规定 (Commercial invoice in triplicate duly signed original visaed by Panamanian Consul), 由于中国大陆和巴拿马没有建交, 所以这个要求出口商是无法满足的, 必须修改; 提单收货人一栏的填制要求不当; 提单抬头和背书要求有矛盾; 提单运费条款规定与成交条件矛盾, 如成交条件为 CIF, 由卖方办理运输, 却在信用证中要求提单标注 Freight to be collected, 即运费到付, 这是相互矛盾的; 正本提单全部或部分直寄客户; 产地证明出具机构有误, 信用证规定国外机构或无授权机构, 如规定 GSP Form A in 1 original and 1 copy signed by CCPIT (中国贸促会), 中国贸促会只能签发一般原产地证; 漏列必须提交的单据, 如 CIF 成交条件下却未要求提交保险单; 空运提单的收货人不是开证行; 费用条款规定不合理; 运输工具限制过严; 要求提交的检证书种类与实际不符; 保险单种类不对; 保险险别范围与合同规定不一致; 投保金额未按合同规定。



知识链接

审证和改证

Copenhagen Bank

Date: 4 January, 2010

To: Bank of China, Beijing

We hereby open our Irrevocable Letter of Credit NO.112235 in favor of China Trading Corporation for account of Copenhagen Import Company up to an amount of GBP1,455.00

① (Say Pounds Sterling One Thousand Four Hundred and Fifty - five Only) for 100% of the invoice value relative to the shipment of:

150 metric tons of Writing Paper Type 501 at GBP97 per m/t CIF Copenhagen as per your S/C No. PO5476 from Copenhagen to China port②. Drafts to be drawn at sight on our bank and accompanied by the following documents marked X:

(X) Commercial Invoice in triplicate

(X) Bill of Lading in triplicate made out to our order quoting L/C No. 112235, marked FREIGHT COLLECT ③

.....

(X) One original Marine Insurance Policy or Certificate for All Risks and War Risk, covering 110% of the invoice value, with claims payable in Copenhagen in the currency of draft(s). Partial shipments and transshipment are prohibited. ④

Shipment must be effected not later than 31 March, 2010.

附: PO5476 号合同主要条款

卖方: 中国贸易公司

买方: 哥本哈根进口公司

商品名称: 写字纸

规格: 501 型

数量: 150 公吨

单价: CIF 哥本哈根每公吨 97 英镑

总值: 14 550 英镑

装运期: 2010 年 3 月 31 日前自中国港口至哥本哈根

保险: 由卖方按发票金额的 110% 投保一切险和战争险

支付: 不可撤销的即期信用证, 于装运前 1 个月开到卖方, 并于上述装运期后 15 天内在中国议付有效。

参考答案:

Dear Sirs:

While we thank you for your L/C No.112235, we regret to say that we have found some discrepancies. You are, therefore, requested to make the following amendments:

1. The amount both in figures and in words should respectively read “GBP14,550.00 (Say Pounds Sterling Fourteen Thousand Five Hundred and Fifty Only)”.
 2. “From Copenhagen to China port” should read “from China port to Copenhagen”.
 3. The Bill of Lading should be marked “Freight Prepaid” instead of “Freight Collect”.
 4. Delete the clause “Partial shipments and transshipment prohibited”.
- Please confirm the amendments by fax as soon as possible.

Yours sincerely,

11.3 实用句子

11.3.1 通知信用证已开立

(1) For your information, we have instructed Bank of China to open an irrevocable letter of credit for USD35,000. The credit is valid until September 30. 根据贵方要求, 我方已指示中国银行开立金额为 35 000 美元的不可撤销信用证, 该证有效期至 9 月 30 日。

(2) We have made arrangement with Bank of Japan, Tokyo, to open a credit in your favor. The credit is valid until May 31, and will be confirmed by the Bank's London Office. 我们已经安排东京的日本银行开出以贵方为受益人的信用证。有效期至 5 月 31 日, 由该行的伦敦办事处保兑。

(3) Your draft on us at sight will be paid accompanied by the under-mentioned documents. 贵方向我方开具的即期汇票须附下列单据方可获得兑付。

(4) The letter of credit authorizes you to draw at 60 days' on the bank in Manchester for amount of your invoice after shipment is made. Before accepting the draft, the bank will require you to produce the following documents. 本信用证授权贵方在装运后向曼彻斯特银行开具 60 天期发票金额的汇票。在承兑汇票之前, 银行将要求贵方出具下列单据。

(5) The relative L/C has been established with Bank of China, London, in your favor. It will reach you in due course. 有关以贵方为受益人的信用证已通过伦敦的中国银行开出, 并将及时到达贵处。

11.3.2 催开信用证

(1) As the goods under your S/C No.111 have been ready for shipment for quite some time, it is imperative that you take immediate action to have the covering credit established as soon as possible. 由于贵方第 111 号合同项下的货已备待运有相当长时间了, 贵方必须立即行动尽快开出信用证。

(2) The shipment time is approaching, but we have not yet received the covering L/C. Please do your utmost to expedite the covering L/C, otherwise we shall be unable to effect shipment before the end of this month. 贵方的装船期已经临近, 但我们尚未收到有关信用证,

请尽最大努力速将信用证在本月底开到,以便及时装运。

(3) As you have failed to establish the L/C in time, we regret being unable to effect shipment within the stipulated time. 很遗憾,由于贵方未及时开出信用证,我方无法在规定日期发货。

(4) We wish to remind you that the date of delivery is approaching, but we have not received the covering L/C until now. 我方欲提醒贵方注意,发货期将至,但我方至今尚未收到贵方开来的信用证。

11.3.3 修改信用证

(1) Please amend the L/C to read 30 yards instead of 40 yards. 请把信用证条款中 40 码改为 30 码。

(2) We have received your L/C No.C564, but we find it contains the following discrepancies. 我方已收到贵方开来的第 C564 号信用证,但发现其中有下列不符之处。

(3) Please extend the shipment date and the validity of your L/C No.111 to the end of January and February 15, 2006 respectively, and see to it that the amendment advice will reach us before the end of December 2005. 请将第 111 号信用证的装运船和有效期分别展延至 2006 年 1 月底及 2 月 15 日,并注意把修改书于 2005 年 12 月底前寄达我方。

(4) We have received your L/C No.4352 for Contract No.96COT491. After checking, we would request you to make the following amendments. 我方已收到贵方第 96COT491 号合同下的第 4352 号信用证,经过核对,我方要求贵方做如下修改。

(5) Please amend L/C No. 28 to read "This L/C will expire on February 28, 2013 in China". 请将第 28 号信用证改为“信用证将于 2013 年 2 月 28 日在中国到期”。

(6) Owing to the late arrival of the steamer on which we have booked space, we would appreciate your extending the shipment date and the validity of your L/C No. 112 to Dec. 15 and Dec. 30, 2015 respectively. 由于我方舱位船只晚到,若贵方将发货期及第 112 号信用证有效期分别延期至 2015 年 12 月 15 日和 12 月 30 日,我方将不胜感激。

(7) Please amend the L/C to read "Partial shipments and transshipment are allowed". 请将信用证修改为“允许分批装运和转船”。

(8) We find that the amount of your L/C is insufficient, therefore, please increase the amount of the L/C to USD56,800. 我们发现由于信用证金额不足,请将信用证金额增至 56 800 美元。

(9) The amendment advice should reach us by November 15, failing which you must extend the validity of the L/C to the end of this year. 信用证修改通知书当于 11 月 15 日前到达我方,否则需将信用证的有效期限延至本年年底。

(10) We are pleased to inform you that L/C No. H-15 issued by the Chartered Bank of Liverpool has just been received. However, on examining the clauses, we regretfully find that certain points are not in conformity with the terms stipulated in the contract. 现高兴地通知贵方,贵方通过利物浦渣打银行开出的第 H-15 号信用证刚刚收到。在审阅其中的条款后,我们遗憾地发现某些地方与合同规定的条款不相符。

(11) We thank you for your L/C No. 789, but on checking its clauses we find with regret that your L/C calls for shipment in October, 2002, whereas our contract stipulates for November shipment. 收到贵方第 789 号信用证, 谢谢。经核对条款, 我们遗憾地发现贵方信用证要求 2002 年 10 月装船, 但我方的合约规定 11 月装运。

(12) The discrepancies are as follows:

① Commission should be 3%, not 6%.
② Shipment is to be made during October/November instead of “on or before 30th October”.

③ Goods should be insured for 110% of the invoice value, not 115%.

不符之处如下:

- ① 佣金应该是 3%, 不是 6%。
- ② 货物应于 10 月、11 月期间装运, 不是 10 月 30 日或 30 日前装运。
- ③ 货物按照发票金额的 110% 投保, 不是 115%。

(13) Pleased amend your L/C No.123 as follows:

- ① Insert the word “about” between “quantity” and “100M/T”.
- ② Delete Items 1, 2, 3, 4 and replace them by those stipulated in our S/C.
- ③ Increase the unit price from RMB0.53 to RMB0.60 and total amount to RMB36,520.00.
- ④ Delete the clause “Bankers expenses for beneficiary’s account”.

请将贵方第 123 号信用证作如下修改:

- ① 在 “quantity” 和 “100M/T” 之间加上 “about” 一词。
- ② 删掉 1、2、3 和 4 项, 用合同规定的内容取代。
- ③ 将单价从人民币 0.53 元增至 0.60 元, 总值增至人民币 36 520 元。
- ④ 取消 “银行费用由受益人负担” 的条款。

(14) As there is no direct sailing from Shanghai to your port during April/May, it is imperative for you to delete the clause “by direct steamer” and insert the wording “Partial shipment and transshipment are allowed”. 由于 4 月、5 月没有从上海驶往你港的直达轮, 必须取消 “用直达轮” 条款, 加上 “允许分批装运和转船” 字样。

本章小结

国际贸易中最常见的付款方式是信用证。信用证信函的撰写可能是为了不同的目的, 如建议开立信用证、买方通知信用证已开立、卖方催开信用证、信用证条款的修改、要求延长信用证装运日期等。

如果在出口合同中买卖双方约定采用信用证方式, 买方应严格按照合同的规定按时开立信用证, 这是卖方履约的前提。但在实际业务中, 有时国外进口商在市场发生变化或资金发生短缺的情况时, 往往会拖延开证。对此, 我们应催促对方迅速办理开证手续。特别是大宗商品交易或根据买方要求而特制的商品交易, 更应结合备货情况及时进行催证。

信用证上的条款包括信用证本身的说明、有关交易货物的详细信息 (货物名称、数量、规格、单价、装运、包装等)、信用证付款所要求的各种单证等。因此, 卖方在收到买方银

行开出的信用证时,应仔细审核信用证上的各条款,审核无误后即可按销售协议发货。若卖方审核时发现信用证条款有误,如有些条款与销售协议不符,或无法按信用证规定装运日期交货,应及时提醒或要求买方对信用证做出修改,以保证交易顺利实现。

复习思考题

1. Translate the trade terms.

- (1) 清洁已装船提单
- (2) 商业发票
- (3) 装箱单
- (4) 30天承兑交单
- (5) 原产地证
- (6) 形式发票
- (7) 数量/重量证明书
- (8) 即期付款交单
- (9) 30天远期付款交单
- (10) 分期付款

2. Choose the best answer.

- (1) Taking into consideration of our friendly relations, we accept _____ by D/P.
A. invitations B. enquiries C. installment D. payment
- (2) We hope that the stipulations of your L/C are in _____ with the terms of the contract.
A. conformity B. conform C. conformability D. comfort
- (3) We have received your L/C _____ the Bank of China.
A. opened with B. opened in C. opened through D. opened at
- (4) Please be informed that your request for payment by D/P has _____ our attention.
A. received B. been received C. obtained D. been receiving
- (5) We suggest that you _____ the covering letter of credit without the least possible delay.
A. will open B. shall open C. open D. can open
- (6) You should be responsible for all the losses _____ the delay in opening the relative L/C.
A. resulted from B. resulted in C. resulting in D. resulting from
- (7) We hope that the amendment can reach here before March 12, _____ the shipment can't be effected as requested.
A. and B. or C. unless D. but
- (8) It is important that your client _____ the relevant L/C not later than April 15, 2004.
A. must open B. had to open C. open D. opens
- (9) The draft established by you through Bank of China will _____ at the end of this month.
A. due B. be due C. mature D. expire
- (10) _____ checking the stipulations, we find your L/C calls _____ shipment by the end of this month.

A. On of

B. On for

C. After on

D. After at

3. Translate the following into English.

- (1) 第 354 号合同项下的 2 000 台计算机已备妥待运, 请尽最大努力赶紧开证。
- (2) 为了避免日后修改信用证, 请注意信用证的规定事项必须与合同的条款严格一致。
- (3) 交货期日益临近, 但至今我们仍未收到贵方有关的信用证。
- (4) 因为到贵方港口无直达船, 请将贵方第 342 号信用证改为准许转船和分批装运。
- (5) 很遗憾, 由于贵方未及时开出信用证, 我方无法在规定日期发货。
- (6) 请把装运期和信用证的有效期分别延展至 2011 年 3 月 15 日和 3 月 30 日。
- (7) 至今我们还没有收到贵方信用证的修改书。
- (8) 单价已修改为每个 0.56 美元而不是每个 0.50 美元。
- (9) 根据贵方要求, 我方已指示我们的开户行——北京市商业银行开立金额为 5 万美元的保兑信用证。
- (10) 请密切关注此事, 加速开立相关信用证, 以便我方毫不延迟地办理交货事宜。

4. Translate the following into Chinese.

- (1) We have opened an irrevocable L/C through Bank of China, Dalian for the amount of USD35,000 in your favor covering contract No. GF805.
- (2) According to the stipulation of S/C No.2035, you should establish the covering L/C before April 20.
- (3) We have made arrangements with Bank of Japan, Tokyo, to open a credit in your favor. The credit is valid until May 31, and will be confirmed by the Bank's London Office.
- (4) You must expedite the covering L/C, otherwise we shall be unable to effect shipment before the end of this month.
- (5) The 100 pieces motors are scheduled to be loaded onto S.S. Flying Cloud on April 12. Please extend your L/C to the end of April.
- (6) With regard to L/C No.705, we have already instructed the opening bank to extend the date of shipment and the date of validity to May 15 and May 30 respectively.
- (7) Please delete the clause "The invoice evidences that the goods are packed in wooden cases," and insert the wording "The invoice evidences that the goods are packed in seaworthy cartons."
- (8) Since the amount of our Order No. 789 does not exceed £1,000, please agree to accept payment by D/P, as the establishment of a L/C would involve us in a lot expenses.
- (9) The expiry date should be February 15, 2011 instead of February 5, 2011.
- (10) Thank you for your kind cooperation. Please see to it that the L/C amendment reaches us within next week, otherwise we cannot effect punctual shipment.

5. Write a letter in English asking for amendments to the following letter of credit by checking it with the above contract.

有关合同主要条款:

合同号: 96COT491

卖方: 江西康福特进出口公司

买方：意大利 ABC 贸易公司

商品：500 公吨中国红小豆，允许 5% 溢短装

单价：每公吨 425 美元 FOB 天津价

总金额：212 500 美元（允许 5% 上下）

运输：从天津经海运至意大利，装运不晚于 2015 年 10 月，不允许分批或转船

付款：由买方开立 100% 保兑的不可撤销信用证，装运后 15 天内在中国议付有效
有关信用证：

Bank of North Italy

Irrevocable Credit No.4352

Milano, Oct. 27, 2015

Jiangxi Comfort Imp. & Exp. Co., Ltd.

Nanchang, China

Dear Sirs,

We have established an irrevocable letter of credit in your favor for account of Jiangxi Comfort Imp. & Exp. Co., Ltd. for the amount of USD212,500 (Say USD Two Hundred and Twelve Thousand Five Hundred Only) available by your draft drawn on us at sight accompanied by the following documents:

- 1) Signed Commercial Invoice in triplicate contact No.96COT491.
- 2) Full set of clean shipped on board ocean bills of lading made out to order and blank endorsed, marked freight prepaid.
- 3) Inspection certificate of quality and weight in triplicate issued by Jiangxi Commodity Inspection Bureau Certificate of Origin in triplicate.
- 4) Evidencing the shipment of 500 metric tons of Chinese Red Beans at USD425.00 per metric ton FOB Tianjin.
- 5) Shipment is to be made on or before Nov.30, 2015 from China to Genoa.
- 6) Partial shipments are prohibited.
- 7) Transshipment is prohibited.
- 8) 5% more or less is allowed both for the total quantity and amount.
- 9) This credit is valid in Italy until the 15th day after shipment.

Yours faithfully,

Bank of North Italy

6. Write a letter in English asking for amendments to the following letter of credit by checking it with the given contract terms.

Commercial Bank Melbourne, Australia

Irrevocable Documentary Credit No.F-07567

Date and place of issue: August 20, 2012 Melbourne

Date and place of expiry: November 15, 2012 Melbourne

Applicant: T.G. Salgo & Co. Melbourne, Australia

Beneficiary: China National Cereals, Oils and Foodstuffs Import and Export Corporation

Advising Bank: Bank of China, Tianjin

Amount: USD15,000.00(Say US Dollars Fifteen Thousand Only)

Partial shipment and transshipment are prohibited.

Shipment from Tianjin to Melbourne, latest October 2012.

Credit available against presentation of the documents detailed herein and of your draft at sight for full invoice value.

-Signed commercial invoice in quadruplicate.

-Full set of clean on board ocean Bill of Lading made to order of commercial Bank marked "freight prepaid".

-Insurance certificate or policy endorsed in blank for full invoice value plus 10%, covering All Risks and War Risk. Covering 50,000 tins of 500 grams of ma ling Brand Canned Lichee at USD3.00 per tin CFRC2% Melbourne.

As per contract No.SP5432

合同主要条款:

卖方: 中国粮油食品进出口公司

买方: T.G. Salgo & Co. Melbourne, Australia

商品名称: “马铃”牌荔枝罐头

规格: 450 克听装

数量: 50 000 听

单价: CFR 墨尔本每听 3 美元, 含佣金 2%

总值: 150 000 美元

装运期: 2012 年 10 月自天津至墨尔本, 在香港转船

付款条件: 凭不可撤销即期信用证付款

合同号码: SP5432



知识拓展

中国主要银行名称及英文翻译

Merchants' Bank of China 招商银行

Bank of China 中国银行

Industrial and Commercial Bank of China 中国工商银行

Agriculture Bank of China 中国农业银行

Construction Bank of China 中国建设银行

Citi Bank 花旗银行

Communication Bank of China 中国交通银行

Shanghai Pudong Development Bank 上海浦东发展银行

Shenzhen Development Bank 深圳发展银行

China Everbright Bank 中国光大银行

China Citic Bank 中信银行

HKBC 汇丰银行

Standard Chartered Bank 渣打银行

China Industrial Bank 中国兴业银行

China Minsheng Bank 中国民生银行

The Export-import Bank of China 中国进出口银行

China Development Bank 国家开发银行网址

Huaxia Bank 华夏银行

Postal Service of China 中国邮政储蓄银行

Guangdong Development Bank 广东发展银行

Agricultural Development Bank of China 中国农业发展银行

Commercial Bank of ... 某某商业银行

Chapter 12

Shipment and Delivery

本章相关专业知识简介

在国际贸易中，货物的装运是一项比较繁杂的环节，涉及面很广，包括报关、预订舱位、租船等。在货物装运后，卖方必须向买方提供装运单据，作为履行合同并取得货款的依据。装运单据的种类和份数，在每笔具体交易中由买卖双方商定。在实践中，货运单据（Shipping Documents）的种类很多，但可以把它分成两大类，即主要单据和辅助单据。主要单据包括海运提单（Ocean Bill of Lading）、商业发票（Commercial Invoice）和保险单（Insurance Policy）等。辅助单据包括特定国家所需要的单据，如海关发票（Customs Invoice）、领事发票（Consular Invoice）、原产地证明书（Certificate of Origin）等，以及附属于商业发票的单据，如装箱单（Packing List）、重量体积单（Weight and Measurement List）、检验证明书（Certificate of Inspection）或其他单据（Other Documents）。

交货（Delivery）是指卖方按照同买方约定的时间、地点和运输方式将合同规定的货物交付给买方或其代理人。装运（Shipment）一般是指将货物装上运输工具，它与交货是两个不同的概念。但是，在国际贸易中，由于采用 FOB、CFR 和 CIF 三种价格术语，卖方只要根据合同的有关规定将货物装上船，取得提单，就算交货。提单签发日期即交货日。因此，“装运”一词常被用来代替“交货”的概念，这种凭单交货被称为象征性交货（实际交货是指货物运抵目的地，因而，装运时间与交货时间是不一致的）。凭单交货时，装运期和交货期是一致的。在买卖合同中，合理地规定装运期（交货期）是很重要的。装运期（交货期）可分为三种：定期装运、近期装运和不定期装运。

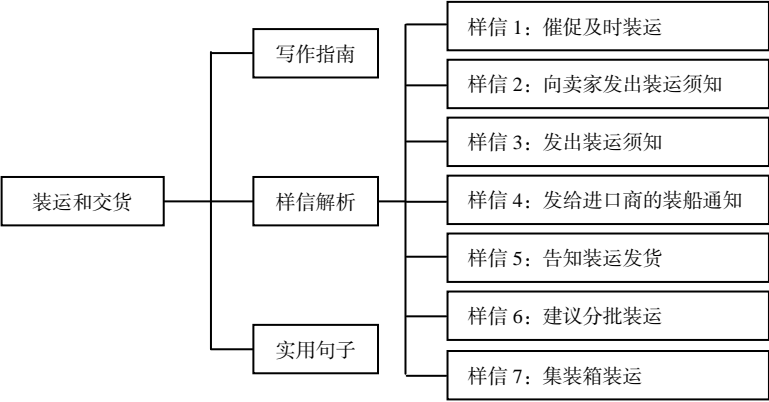
撰写装运信函通常有以下目的：商议装运条款或要求修改装运条款；买方向卖方发出装运须知；买方督促及早、迅速、准时装运；卖方向买方发出装运通知或寄送装运单据等。

本章学习目标

- 掌握装运通知和装运须知的区别；
- 掌握催促卖方及时装运信函的写作；
- 掌握装运须知信函的写作；

- 掌握商议装运条款信函的写作。

学习导航



12.1 写作指南

12.1.1 买方督促卖方装运信函的写作要点

- (1) 买方表示未收到卖方发来的货物或没收到任何有关装运方面的消息。
- (2) 说明及时发货的理由，如信用证已开出、满足市场的需求或赶上销售旺季。
- (3) 买方要求卖方迅速办理装运。

12.1.2 卖方向买方发出装运通知信函的写作要点

- (1) 卖方将货已按规定装船的消息告知买方。
- (2) 列出装运单据，如提单、商业发票、质量证书、数量证书、保险单及重量单。
- (3) 说明自己在合同期限完成装运发货，并希望货物按时到达且完好无损。
- (4) 表明自己对买方客户的重视，未来再有合作。

12.1.3 买方向卖方发出装运须知信函的写作要点

- (1) 提及所涉货物的合同编号或订单号。
- (2) 提供载货船的具体情况，包括船名、抵达装运港的时间、货代公司的名称。
- (3) 感谢等待卖方的装运通知。

12.2 样信解析

12.2.1 样信 1：催促及时装运

Dear Dr. Miles,

With reference to Sales Contract No. 206 covering 600 cartons of Christmas Candles, we

would like to invite your attention to the fact that shipment should be effected in October. However, up to now, we have not received any information about it. As Christmas season is rapidly approaching and our customers are in urgent need of these candles during the Christmas holidays, you are requested to effect punctual shipment so that we can catch the brisk demand.

Please inform us immediately whether you have shipped the goods or not so that we can make some arrangements in advance.

Yours sincerely,

Wordlists:

brisk [brisk] adj. 活跃的, 兴旺的

Notes:

1. invite your attention to the fact that... 请贵方注意……相似的表达还有: call your attention to the fact that...; draw your attention to the fact that...例如, We wish to invite your attention to the fact that we have not received the relevant L/C. 我们提醒贵方注意我们没有收到相关信用证。

2. as the season is rapidly approaching 由于销售季节很快临近, season 指销售该商品的季节。

3. approach 接近, 临近, 作动词。例如, The time of shipment is approaching, but we have not still got the goods ready. 装运期临近, 但是我方仍未备好货。

4. emphasize=stress 强调, 写信人生怕收信人轻视按时装船, 所以要强调。

5. to catch the brisk demand at the start of the season 赶上需求旺季。例如, You may rest assured that we will ship the lot on time to enable you to catch the brisk demand at the beginning of the season. 贵方尽管放心, 我方一定会及时装运以便贵方赶上销售季节开始时的旺销势头。

6. any delay in shipping our order 对我方订货装运的任何延误。

12.2.2 样信 2: 向卖方发出装运须知

Dear Mr. Wang,

We are pleased to receive your Sales Contract No.666 in duplicate under our Order No.888 for 50,000 bottles of Tsingtao Beer.

Although the price is quoted on FCA basis, we wish to request that you sign the contract of carriage with the carrier on usual terms at our risk and expense.

When you have booked the shipping space, please advise us of the name and voyage number of the vessel, B/L No., estimated time of departure, estimated time of arrival, and any other information necessary for us to procure insurance at our end.

As the bottles of the beer are vulnerable, please pack them in specially made cases capable of withstanding rough handling.

Your close cooperation in the above respects is highly appreciated.

Yours truly,

Australia Sydney Import Co.

Tom Johnson

Manager of Marketing Department

Wordlists:

1. voyage ['vɔɪdʒ] n. 航次
2. procure [prə'kjuə] v. 办理
3. carriage ['kærɪdʒ] n. 承运
4. vulnerable ['vʌlnərəbl] a. 易受损失的
5. withstand [wið'stænd] v. 抵挡, 反抗; 禁得起

Notes:

1. under our Order No.888 在第 888 号订单项下。
2. carrier 承运人。其他相似的表达还有: consignor 发货人; shipper 托运人, 有时可为发货人; consignee 收货人。
3. at our risk and expense 费用和 risk 由我方承担。
4. to book shipping space 预订舱位, 安排仓位=arrange shipping space。例如, As soon as shipping space is booked, we shall advise you of the name of the ship on which the goods are to be sent. 一旦订舱后, 我方将告知装运货物的船名。
5. advise sb. of sth. 通知。例如, We will advise you of the time of delivery as soon as we make preparation. 我们准备好就会通知贵方交货期。



小提示: advise 与 inform 辨析

- (1) inform/advise sb. of sth.
 - (2) inform/advise sb. + that/what/which
 - (3) Please be informed/advise that
- 在下列句子结构中, inform 不可与 advise 换用。

- (1) 当间接宾语省略时:

Please advise the name of steamer.

We wish to advise that business has been done at our price.

Please advise what quantity you can sell a year.

- (2) 用作不及物动词时:

If interested, please advise.

- (3) 当指的是和对方关系较大的事时, 用 advise 较好。

We wish to advise that business has been done at USD110 per ton.

当和对方关系不大, 只是让对方知道或了解一下时, 则用 inform 较好。例如,

We wish to inform you that we have moved to the following address.

6. voyage number 航次。

7. estimated time of departure (ETD) 预计离港时间。

8. estimated time of arrival (ETA) 预计到达时间。

9. at one's end 在某地。类似的表达还有: in your district; in your place; in your area。

例如, Please open the relevant L/C through a well-known bank at your end. 请通过贵地知名银行开立信用证。

12.2.3 样信 3: 发出装运须知

Dear Sir,

Re: Your Sales Confirmation No. C321 Covering 4,000 Dozen Socks

We have received your letter dated 19th Sep. in connection with the above subject.

In reply, we have the pleasure of informing you that the confirmed, irrevocable L/C No. C321, amounting to EUR3,500.00, has been opened this morning through District Bank, Ltd. Manchester. Upon receipt of the L/C, please arrange shipment of the goods ordered by us with the least possible delay.

We are informed by the local shipping company that S/S "Victoria" is due to sail from your city to our port on or about October 10 and, if possible, please try your best to ship by steamer. Should this trial order prove satisfactory to our customers, we can assure you that repeat orders in increased quantities will be placed.

Your close cooperation in this respect will be highly appreciated. In the meantime we await your shipping advice by fax.

Yours truly,

Notes:

1. in connection with 与……有关。

2. amount to 总计, 总共。

3. arrange shipment of the goods ordered by us with the least possible delay 尽速安排装运我方所订货物。

4. shipment 作抽象名词用, 装运, 装船。例如, Please expedite shipment as soon as possible. 请尽快装运。



小提示: ship v. 装运, 装船, 运送。shipment n. 装运, 装船; 装运期。shipping adj. 装运的, 航运的。

在函电中, 常见的 shipment 的短语: advance shipment 提前装运; postpone shipment 延迟装运; effect/make shipment 装运; arrangement shipment 安排装运; forward shipment 远期装运; near shipment 近期装运; prompt shipment 即期装运; late shipment 迟交; initial shipment 第一批货; over-shipment 多装; short-shipment 少装; time of shipment 装运期, 装运时间; shipment as soon as possible 尽速装运; shipment during October 10 月装运; shipment during October/November 2009 2009 年 10 月或 11 月装运; shipment on or before 15th, November 2009 2009 年 11 月 15 日以前装运; shipment during May with partial shipment and

transshipment allowed, sellers option. 装运期由卖方选择, 允许分批装运; shipment on or before the end of November 2000 2000年年底或年底前装运; shipment on Board the Vessel called the... 已由某某轮船装运。

在函电中, 常见的关于 shipping 的短语: shipping agent 装运代理人, 发货代理人; shipping company 轮船公司; shipping container 船运集装箱, 集装箱船运; shipping documents 装船单据; shipping instruction 装船要求, 装船须知; shipping mark 运输标志, 唛头; shipping order 装货单, 下货纸; shipping space 船位, 载位, 舱位; shipping advice 装船通知; shipping agency 装运代理。

5. S/S “Victoria”。在船名前面, 则常用 steamship 的缩写 S.S.或 S/S 或 s.s.或 s/s, 以及 motor vessel 的缩写 M.V.或 M/V 或 m.v.或 m/v。船名只需要大写首字母, 而且要用引号。如课文中的例子: S/S “Victoria” “维多利亚” 轮。例如, Please try your utmost to ship our goods by S.S. “Peace” which is due to arrive at Hamburg on May 8. 请尽量用 “和平” 轮装运我方货物, 该轮预计于 5 月 8 日抵达汉堡。



小提示: ship、steamer 和 vessel 的辨析

ship 是最普通的用词, 各种船都可以叫 ship。

steamer 原义是以蒸汽为动力的船, 在国际贸易中常常用来统指一切远洋船。在商业书信中 steamer 比 ship 用得更多。

vessel 在商业及法律文件上作 “船只” “船舶” 解, 包括一切大小船只。一般指载运货物的大型船只, 在商业书信中也常用。

6. due to sail from ... to... (车、船等) 预订将从某地驶往某地。

due to=expected, supposed to 应达到的, 预期的, 约定的。例如, The ship is due to sail from Dalian to New York. 该轮预期从大连驶向纽约。

函电中 due 的用法:

(1) 适当的, 正当的, 应有的, 应得的。例如, We trust the shipment will reach you in due course. 我们相信这批货将按期到达你处。

(2) (票据等) 到付款日期的, 到期的。例如, The draft will fall due on May 20. 汇票于 5 月 20 日到期。

(3) 当付的, 所欠的。例如, The remittance is in payment of all commissions due to you up to date. 这笔汇款是付迄今为止欠贵方的各项佣金的。

(4) (预订) 应到的, 预期的。例如, Fresh supplies are due to arrive early next month. 这批货应于下月初到达。

7. to ship by S.S. 由……承运货物。

8. We can assure you that repeat orders in increased quantities will be placed. 我们可以保证将大量续订。

9. close co-operation in this respect 在这一方面的密切合作。

10. shipping advice, advice of shipment, shipment notice, notice of shipment 装运通知, 装船通知。



小提示：几个近似概念的区分

shipping advice (装运通知) 是由出口商发给进口商的; shipping instruction (装运须知) 一般是进口商发给出口商的, 在进口商派出船接货的交易条件下, 进口商为了使船、货衔接得当也会提出有关装运的要求, 如装船方式、包装规定和唛头等; shipping note/bill 指装运通知单、船货清单; shipping order 简称 S/O, 是装货单/关单/下货纸, 是海关放行和命令船方将单据上载明的货物装船的文件。



知识链接

装运通知

装运通知是出口商在货物装船后发给进口商的包括货物详细装运情况的通知, 包括合同号、货物品名、重量、发票金额、船名及装船日期等内容, 其目的在于让进口商做好筹措资金、付款和接货的准备。如果成交条件为 FOB/FCA、CFR/CPT 等, 还需要向进口国保险公司发出该通知以便其为进口商办理货物保险手续, 出口装运通知应按合同或信用证规定的时间发出, 该通知副本 (copy of fax) 常作为向银行交单议付的单据之一。

12.2.4 样信 4: 发给进口商的装船通知

Dear Sirs,

We forward you the goods ordered on April 8, per m.v. South Seas, sailing today from Guangzhou.

The details are as follows:

Our Contract No.: S05JA52088

Your Order No.: 05GZ056

L/C No.: 0588DFE0986

Invoice No.: F05JA2086

B/L No.: VS05-0086

Quantity: 300 cartons, 6,800 dozen

Invoice Amount: USD21,000.98

Commodity: 100% cotton men's long sleeve shirts, standing up collar

Vessel: South Seas V.1068

ETD Guangzhou: May 18

ET A Kobe/Osaka: May 25

We have taken every care in packing and handling the goods, so that they will reach you in good order and condition.

We trust that this consignment will turn out to your entire satisfaction, and hope that we shall have many opportunities in future to demonstrate our ability to handle orders promptly and carefully.

Yours faithfully,

Notes:

1. forward 转交, 寄去。
2. per m.v. "South Seas" 由“南海”号轮运走。



小提示: 由某轮运来货物时, 用介词 ex; 由某轮运走货物时, 用介词 per; 由某轮承运货物时, 用介词 by。

3. in good order and condition 状态良好, 情况良好。

注意下面的表达: in excellent condition/ order/ state 情况特别好; in perfect condition/ order/ state 情况完全好; in fair condition/ order/ state 情况相当好。例如, The shipment has arrived in good condition. 运到之货情况良好。

12.2.5 样信 5: 告知装运发货

Dear Sirs,

Re: 50 M/T Mild Steel Flat Bars

We are now pleased to inform you that we have shipped the above goods on board s.s. "Queen" which will sail to your port tomorrow.

Enclosed please find one set of the shipping documents covering this consignment, which comprises:

- (1) One non-negotiable copy of B/L
- (2) Commercial Invoice in duplicate
- (3) One copy of Certificate of Quality
- (4) One copy of Certificate of Quantity
- (5) One copy of Insurance Policy
- (6) Weight Memo in duplicate

The originals are being sent to you through our bank.

We are glad to have been able to execute your order as contracted and trust that the goods will reach you in good time to meet your urgent need and that they will turn out to your entire satisfaction.

We avail ourselves of this opportunity to assure you of our prompt and careful attention in handling your future orders.

Yours faithfully,

Enc. shipping documents

Wordlists:

1. sail [seil] v. 起航, 开航
2. consignment [kən'sainmənt] n. 运送, 运送的货物; 寄售, 寄售的货物
3. non-negotiable [nɒnni'gəʊʃiəbl] adj. 不可议付的, 不可转让的

Notes:

1. one set of duplicate shipping documents 装运单据副本一套。

shipping documents 运输单据, 出口商装运货物后向银行议付时通常应该具备这些单

据, 本信函列出五种单据:

- ① non-negotiable copy of the B/L 不可议付的提单副本一份, 提单正本是 origin B/L。
 - ② commercial invoice 商业发票, 凡销售商品或劳务, 通常由卖方出商业发票。
 - ③ insurance policy 保险单。
 - ④ certificate of quality 品质证书, certificate of quantity 数量证书, 属于 survey report 检验证, 在国内则由中国商品检验局 (China Commodity Inspection Bureau) 发给出口公司, 在西方国家则由私营公证行 (independent public surveyor) 出证明。
 - ⑤ 货物若是袋装, 如肥料、玉米、大米、大豆等通常用磅码单、重量单 (Weight Memo)。货物若是机器、轻工业产品等, 通常用装箱单 (Packing List), 说明箱内装了什么货物。
2. invoice in duplicate 发票一式二份。
3. be sent through...bank 由……某银行转交。例如, The originals of the shipping documents are being sent to you through Bank of China. 装船单据正本通过中国银行寄送贵方。
4. in good time = in time 及时地, 迅速地。例如, Please rush your L/C so that it reaches us in good time for shipment. 请尽快开出贵方信用证, 以便及时到达我方装运。
5. turn out to one's satisfaction = turn out to be satisfactory 结果令人满意的。



知识链接

不可议付提单副本

full set of bills of lading 指三份正本提单, non-negotiable b/l 不是指复印件, 是指船公司印刷格式的那种, 又区别于 original 的提单, 是附于正本提单的副本。one copy of non-negotiable b/l 指不议付的提单副本。船公司提单表格有两种: 一种印有 original 在上面 (正本, 做提货, 银行议付凭证, 运输合同凭证作用); 另一种印有 non-negotiable (副本, 做存根, 备查资料存档用)。三正三副就是个商业习惯, 以前交通通信不发达, 如果只有一份怕弄丢耽误提货, 所以出三个正本, 分别以不同的方式或时间递出, 保证至少有一份可以到收货人的手里。现在其实大多是一次寄单, 出三份正本也就意义不大了, 但作为一个习惯, 就保留下来了。而且, 信用证方式下, 提交单据多, 还要求三份正本, 有的信用证还要求议付行二次寄单, 或要求受益人先寄 1/3 的正本给收货人。目前, 还没有到可以取消三正的时候, 等以后电子提单及配套的法律都完善了, 可能就不会有三正这一说了。提单是否可以转让, 以收货人的抬头方式来区别。指示提单 (order b/l) 是可以转让的。其特点是在“收货人”栏里只填写“凭指示” (to order) 或“凭某人指定” (to order of...) 等字样。这样的提单可以通过背书的办法转让给他人提货。不可转让提单是指在提单收货人一栏具体填写某人或某企业的名称。这种提单只能由提单上所指定的收货人提货, 不能转让。而不可议付提单指不能凭此作为物权凭证, 随汇票交银行收钱。

12.2.6 样信 6: 建议分批装运

Dear Mr. Smith,

Thank you for your letter of May 10 requesting our earlier delivery of the 10 sets of M-465 punches under your contract No. LG-769.

We have contacted the shipping company and regret to tell you that we are unable to comply with your request. We have been informed that there is no space available on ships sailing from here to your port before June 8.

If you insist on earlier delivery, the best we can do is to make a partial shipment of 4 sets in June and the remaining 6 sets in July. We hope this arrangement will meet with your proposal. Should you agree to the new arrangement, please fax an amendment to the relevant letter of credit allowing us to effect partial shipment?

We expect your prompt reply so that we can ask the manufacturer to expedite the delivery.

Sincerely yours,

Michael Right

Wordlists:

1. punch [pʌntʃ] n. 打洞器, 钻孔机
2. expedite ['ekspidaɪt] vt. 加速, 加快

Notes:

make a partial shipment 分批装运。例如, If you desire earlier delivery, we can only make a partial shipment of 50 tons of rice in July and the balance of 50 tons in August. 如果贵方要求提前装运, 我方只能于7月分批装运这其中50吨大米, 其余50吨将于8月装运。



知识链接

分批装运

分批装运 (partial shipment), 又称分期装运 (shipment by installment), 是一个合同项下的货物先后分若干期或若干次装运。在国际贸易中, 凡数量较大或受货源、运输条件、市场销售或资金条件所限, 有必要分期分批装运到货者, 均应在买卖合同中规定分批装运条款。如为减少提货手续, 节省费用, 在进口业务中要求国外出口人一次装运货物的, 则应在进口合同中规定不准分批装运条款。一般来说, 允许分批装运和转运对卖方来说比较主动 (明确规定分期数量者除外), 根据国际商会《跟单信用证统一惯例》规定, 除非信用证作相反规定, 可准许分批装运。但是, 如果信用证规定不准分批装运, 卖方就无权分批装运。因此, 为防止误解, 如需要分批装运的出口交易, 应在买卖合同中对允许分批装运做出明确规定。

12.2.7 样信 7: 集装箱装运

Dear Sirs,

Thank you for your inquiry of May 28, asking us to quote shipping container to any EUP for 50 cases of medicines and chemical reagents.

The shipping containers we provide are of two sizes, namely 10 foot and 20 foot, long and built to take loads up to two and four tons respectively. They can be opened at both ends, thus making it possible to load and unload at the same time. They are both watertight and air-tight and can be loaded and locked at the factory, if necessary. Therefore, pilferage is impossible.

There is also a saving on freight charges when separate consignments intended for the same port of destination are carried in one container and an additional saving on insurance because of lower premium charged for container shipped goods.

We enclose a copy of our tariff and look forward to receiving your instruction.

Yours faithfully,

Wordlists:

1. reagent [ri:'eidʒənt]n. 试药, 试剂
2. pilferage ['pɪlfərɪdʒ] n. 小偷小摸, 窃盗行为
3. tariff ['tærɪf] n. 运费表, 价目表, 税则

Notes:

1. at both ends 两端。
2. watertight and airtight 不透水的和不透气的。
3. load (一船) 货物, 装载量, 作名词。例如, The goods ordered have been forwarded to you in three ship loads.

在函电中, 有关 load 的常用短语: loading and unloading 装卸; loading charges/expenses 装货费; port of loading 装货港; loading charge 装船费; loading certificate 装货证明书; loading days 装货天数, 装载时间。

4. unload= discharge 卸货。例如, The captain decided to unload the goods at Singapore because the ship is in peril. 因为船有危险, 船长决定在新加坡卸货。

5. liable to... 易于……的, 有……倾向的。例如, Fruits and vegetables are liable to quick deterioration. 水果和蔬菜易腐烂。

6. freight =freight charges 运费。函电中有关 freight 的常用词组: freight space 船位; freight rate 运费率; freight agency 货运代理; freight service 货运; freight prepaid 运费已预付; freight collect 运费由提货人付, 货到付款。

7. intend 打算, 是正式用语, 指“心里已有做某事的目标或计划”, 含有“行动坚决”之意。例如, I intended to write to you. 我要给你写信。



小提示: mean 也含有“想做某事”的意思, 可与 intend 互换, 但强调“做事的意图”, 较口语化。例如, I mean to go to bed earlier tonight. 今晚我想早些睡觉。

另外, 类似的词还有 propose, 指“公开明确地提出自己的目的或计划”。例如, I proposed to speak for an hour. 我想讲 1 小时。



知识链接

集装箱运输出口程序

(1) 订舱。发货人根据贸易合同或信用证条款的规定, 在货物托运前一定时间内填好集装箱货物托运单 (container booking note), 委托其代理或直接向船公司申请订舱。

(2) 接受托运申请。船公司或其代理公司根据自己的运力、航线等具体情况考虑发货人的要求, 决定接受与否。若接受申请就着手编制订舱清单, 然后分送集装箱堆场 (CY)、集装箱货运站 (CFS), 据以安排空箱及办理货运交接。

(3) 发放空箱。通常, 整箱货货运的空箱由发货人到集装箱码头堆场领取, 有的货主有自备箱; 拼箱货货运的空箱由集装箱货运站负责领取。

(4) 拼箱货装箱。发货人将不足一整箱的货物交至货运站, 由货运站根据订舱清单和场站收据负责装箱, 然后由装箱人编制集装箱装箱单 (container load plan)。

(5) 整箱货交接。由发货人自行负责装箱, 并将已加海关封志的整箱货运到 CY。CY 根据订舱清单, 核对场站收据 (dock receipt, D/R) 及装箱单验收货物。

(6) 集装箱的交接签证。CY 或 CFS 在验收货物和/或箱子后, 即在场站收据上签字, 并将签署后的 D/R 交还给发货人。

(7) 换取提单。发货人凭 D/R 向集装箱运输经营人或其代理换取提单 (combined transport bill of lading), 然后去银行办理结汇。

(8) 装船。集装箱装卸区根据装货情况, 制订装船计划, 并将出运的箱子调整到集装箱码头前方堆场, 待船靠岸后, 即可装船出运。

12.3 实用句子

1. We have received your fax of August 8, requesting us to ship the goods on board s.s. “Dong Feng”. 我们已经收到贵方 8 月 8 日传真, 要求我们把货装上“东风”号轮船。

2. The goods will be shipped by s.s. “Green Wood”, which is due to arrive at London on April 4. Please book the shipping space immediately. 货物将由“格林伍德”轮装运, 该轮预计于 4 月 4 日抵达伦敦港, 请速订舱。

3. Shipment should be made before October, otherwise we are not able to catch the season. 10 月底前必须交货, 否则就赶不上季节了。

4. We understand your position, but we are sorry to inform you that we can not advance shipment. 我们理解贵方处境, 但是很遗憾, 我们无法提前发货。

5. We have booked the shipping space on s.s. “Peace”, which is scheduled to sail on or about May 20. 我们已订妥“和平”号的舱位, 预计 5 月 20 日左右开航。

6. Owing to the delayed arrival of the scheduled steamer, we have failed to effect shipment

within the L/C validity. Would you please extend the shipment of the L/C for one month, enabling us to complete shipment as quickly as possible? .由于预订轮船晚到,我们未能在信用证有效期内完成装运。请贵方将信用证的装船期延长一个月,以便我们尽快完成装船。

7. We are glad to inform you that the goods you ordered are ready for shipment. Please let us have your instructions for packing and dispatch. 我方高兴地通知贵方所订购的货物已备妥待运, 请告知包装及装运之要求。

8. We thank you for your quotation of February 20 and enclosed our Order No.456 for the captioned goods. As the goods are urgently required by our customers, we hope you will deliver them promptly. 感谢贵方 2 月 20 日的报价, 随函附上关于标题项下货物的第 456 号订单。因为我方客户急需该货, 希望能尽快装运。

9. Since the L/C has been amended as required and everything is now in order, we hope you will ship our order as early as possible. 信用证已按要求修改, 现在一切已就绪, 望尽早将我方订货装船。

10. Our customer requests shipment to be made in five equal lots, each every three months. 我方客户要求按相等数量分 5 批装船, 每 3 个月装一船。

11. We have arranged shipment with freight to be collected at destination. 我们已按运费到付安排装船。

12. Transshipment and partial shipment are allowed in the S/C. 合同中允许转船和分批装运。

13. Partial shipment is allowed and transshipment is authorized at Hong Kong only. 分批装运允许, 转运仅允许在香港。

14. It is important that the goods be completed for delivery as stipulated in the L/C, say by October 20. If not, you should be responsible for any loss that might be caused by the delay of shipment. 重要的是, 货物需按信用证规定, 在 10 月 20 日前发运, 否则, 对因延误交货而可能造成的任何损失, 你们必须负责。

15. The cargo has been shipped on board s.s. "Dong Feng". 货已装上“东风”号轮船。

16. The order No. 105 is so urgently required that we have to ask you to speed up shipment. 第 105 号订单所订货物我们急用, 请你们加快装船速度。

17. Full set of clean on board ocean Bills of Lading is to be issued to order and blank endorsed and marked "Freight Prepaid". 开立全套清洁的已装船的海运提单, 空白抬头, 空白背书, 并标明“运费预付”。

18. To make it easier for us to get the goods ready for shipment, we hope that partial shipment is allowed. 为了便于我方备货装船, 希望允许分批发运。

19. Transshipment and Partial shipment are prohibited. 不允许分批装运和转运。

本章小结

装运包括一系列工作, 如买方寄出装运指示、卖方寄出装运通知、预订舱位、租船、指派代理、安排装运、通知船名等。装运前买方将装运要求以书面形式通知卖方洽办, 说

C. decision, cargo D. opinion, consignment

(6) We look forward to _____ the goods in the fourth quarter.

A. delivery of B. your delivery C. deliver D. delivery

(7) _____ any change in the date of delivery, please let us know in advance..

A. There should be B. should there be C. There would be D. would there be

(8) You can rest _____ that the goods will reach you not later than the end of this week.

A. assuredly B. assured C. and assure D. assuring

(9) We regret our inability to comply _____ your request to pack the goods _____ wooden cases, since the cost involved is too big.

A. to, by B. with, in C. to, in D. on, in

(10) Competition _____ to the technical transformation and restructuring of these industrial production.

A. contributes B. causes C. helps D. promotes

(11) Today we write to _____ your attention to the fact that the date of delivery is approaching.

A. pay B. give C. invite D. drive.

(12) We have to point out that the postponement of the fulfillment of the contract caused us certain expenses.

A. had B. have C. having D. has

(13) The goods _____ if your L/C had arrived by the end of November last.

A. would be shipped already B. must have shipped already
C. had been shipped already D. would have been shipped already

(14) Please try your best to ship our order _____ that steamer.

A. by B. for C. in D. with

(15) Rope or metal handles should be fixed to the boxes to _____ carrying.

A. make B. easy C. convenient D. facilitate

3. Translate the following into English.

(1) 我方已于今日将上述货物装上“Nellore”号轮。该轮将于明日驶往贵方港口。

(2) 根据合同规定，必须在9月内完成货物的装运工作。

(3) 请通知我们船名和开航日期。

(4) 我们希望货物分两批等量装运，每批3万台。

(5) 按照合同要求，我们将在9月10日前装运货物。

(6) 请确保货物由10月15日左右起航的“和平”轮装运。

(7) 现通知，9月没有开往贵方港口的直达轮，需要在香港转船。

(8) 我们请求贵方应尽一切努力，保证按时装运。

(9) 因销售旺季临近，我方客户急需货物。

(10) 关于我方第412号售货确认书项下的600台缝纫机，请注意交货期日益迫切，但至今我们仍未收到贵方有关信用证。

4. Translate the following into Chinese.

(1) Owing to the delay in opening the relative L/C, shipment cannot be made as contracted and should be postponed to June 10.

(2) Enclosed is one set of the shipping documents covering this consignment, as follows:

(3) Your failure to deliver the goods within the stipulated time has greatly inconvenienced us.

(4) We hope this arrangement will be agreeable to you and, if so, please amend the covering credit to allow partial shipment and advise us.

(5) We wish to advise you that the goods under S/C No.34 went forward per s.s. "Yellow River" on March 3, to be transshipped in Hong Kong and are expected to reach your port in perfect condition.

(6) We have been put to considerable inconvenience by the long delay in delivery. We must insist on immediate delivery, otherwise we shall be compelled to cancel the order in accordance with the stipulations of the contract.

(7) If you desire earlier delivery, we can only make a partial shipment of ten machines in September and the remaining twenty in October.

(8) We shall appreciate it if you will effect shipment as soon as possible, thus enabling our buyers to catch the brisk demand at the start of the season.

(9) We trust you will see to it that the order is shipped within the stipulated time, as any delay would cause us no little inconvenience.

(10) We trust that you will make all necessary arrangements to deliver the goods in time.

5. Write letter with the information given below.

根据以下所给内容用完整的书信格式(包括信头、信内地址、称呼、正文、结束语、结尾敬语和签名)拟一封信:

(1) 我方(Li Mingyang, export manager, Unitech M & T Co. Ltd., 334 Tianmu Road, 15th Floor, Shanghai, China. Tel: 021-5362112, Fax: 021-5362113)通知对方(Mr. Marco Fillmore, managing director, Indigo Co. Ltd., 56 Victory Street, Manila, the Philippines)所订的第 265 号货已经发运。

(2) Dashun 号货轮已于 10 月 5 日载着这批货离开上海,将于四星期后抵达马尼拉。

(3) 全套的运输单证包括清洁的已装船提单一式三份、保险证明书、产地证书和发票都已交给了马尼拉的中国银行。

(4) 希望这批货适合对方客户的需要,并期待下一批订单。

(5) 写信日期: 2012 年 10 月 6 日。

6. Translate the following letter into English.

敬启者:

贵方 4 月 5 日来信收到。

今歉告,尽管我方做了极大努力,但仍未预订到直达雅加达(Jakarta)的轮船舱位。我方船公司告知,中国港口与雅加达之间暂无定期船只,因而我方很难将此 10 000 公吨白糖直运雅加达。

鉴于我们所面临的困难，请允许在香港转船，因为在香港很容易转运。贵方若能同意我方的要求并理解我方所处境况，当不胜感激。

谨启



知识拓展

COSCO（中国远洋运输（集团）公司）

China Ocean Shipping Companies Group (COSCO GROUP) is one of the largest shipping enterprises of the globe with China Ocean Shipping (Group) Company as its core, operating three main units: China Ocean Shipping Agency, the biggest shipping agency in China; China Marine Bundier Supply Co; and China road transportation Co, the biggest trucking company in China. The COSCO Group has over 300 subsidiaries both at home and abroad.

The business of COSCO Group covers more than 150 countries and regions, and its fleet serves 1,100 ports all over the world.

Trade is part of the pillar business of the group. The trading company deals with new and second hand vehicles, ships for demolition, containers, ship mechanical equipments, food, vehicles, lifting machinery, communication facilities and light textiles, and it is also engaging in joint venture development, scientific research, overseas construction projects, labour service and related domestic business. The company also deals with the trade of duty free commodities.

In the field of bunker supply, COSCO has established a network covering Hong Kong, Singapore, West Africa etc. And we have set up joint ventures engaging in storage and sale of oil, lubricant processing and liquefied petroleum gas business with other foreign companies, besides we also supply fuel and lubricant for land industries in some coastal cities.



Chapter 13

Packing and Shipping Mark



本章相关专业知识简介

包装是外贸中重要的一部分。包装的目的是保证货物在运输过程中完好无损。包装一般分为外包装(通常叫运输包装)和内包装(通常叫销售包装)两种。外包装(Outer Packing)或运输包装(Transportation Packing)的作用在于保护货物在长时间和远距离的运输过程中不被损坏或丢失,同时,又可方便货物的搬运,起到减少运费、节省租仓和方便计数的目的。内包装(Inner Packing)或销售包装(Selling Packing),除了保护商品之外,还具有美化商品、宣传推广、便于销售和使用等作用。另外,在国际贸易中,还有一种中性包装(Neutral Packing),它是在商品包装上既不注明生产国别、地名和厂名,也不注明原有商标和牌号的包装,目的是在进口国避税,或者满足买方的特别需要。

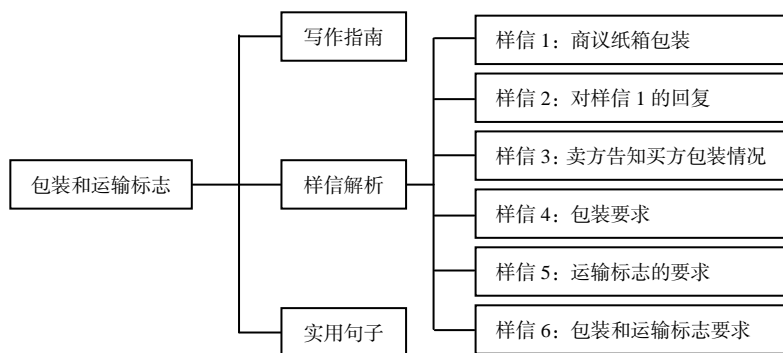
影响包装的主要因素有货物价值、运输的性质、货物的性质、顾客的要求、运输期间天气的变化、货物的易碎度、货物搬运的难易度、包装成本。包装常用的材料有发泡 PP(PP Foam, 比较环保)、纸板箱(Carton)、塑料袋(Plastic Bag)、纸箱(Box)、木箱(Wooden Case)、板条箱(Crate)、垫板(Pallet)。包装方式主要有小包装(Small Packing)、散装(Bulk Packing)、个别包装(Individual Packing)。

在外包装上一般都刷有运输标志,又称唛头(Shipping Mark),它通常由一个简单的几何图形和一些字母、数字及简单的文字组成,其作用在于使货物在装卸、运输、保管过程中容易被有关人员识别,以防错发错运。唛头一般包括三部分:收货人或发货人英文缩写字母或简称、目的港(地)名称以及货物件数、批号。出货唛头主要分为主唛(Main Mark)和侧唛(Side Mark)。主唛为出口海关检验部分,至少要写明目的港、货物箱数以及货物产地;侧唛为客户指定,至少要写明货物数量、货物净重以及毛重。

本章学习目标

- 了解包装的作用和包装条款的内容；
- 掌握运输标志的内容；
- 掌握有关包装信函的撰写。

学习导航



13.1 写作指南

13.1.1 买方提出包装要求信函的写作要点

- (1) 对之前收到的信件表示感谢，并提出包装事宜。
- (2) 具体陈述货物的包装要求和方法。如果有必要，还要陈述理由。
- (3) 希望卖方及时做出回应。

13.1.2 卖方回复包装信函的写作要点

- (1) 感谢买方来函询问有关货物包装事宜。
- (2) 详细介绍自己的包装方式，以消除买方对货物包装可能存在的疑虑；或者同意买方的包装要求，可确认一下买方关于包装的细节。
- (3) 希望得到买方的答复。

13.1.3 买方要求卖方改进包装方式信函的写作要点

- (1) 用适当的方式提及所涉及的货物。
- (2) 简单说明因包装不当而造成的货物损失，要求卖方今后对货物包装方式进行改进，同时最好提出改进建议。
- (3) 希望收到卖方的回复。

13.2 样信解析

13.2.1 样信 1: 商议纸箱包装

Dear Sirs,

We are pleased to inform you that for your future orders we shall pack our garments in cartons instead of in wooden cases, as packing in cartons has the following advantages:

1. It will prevent skillful pilferage, for the traces of pilferage will be more in evidence.
2. It is fairly fit for ocean transportation.
3. Those cartons are well protected against moisture by plastic lining.
4. Cartons are comparatively light and compact, so they are more convenient to handle and store.

Our comments above come from a comparative study of the characteristics of the two modes of packing, i.e. carton packing and wooden case packing, as well as the results of shipments already made.

We hope you will accept our carton packing and assure you of our sincere cooperation.

Yours faithfully,

Wordlists:

1. carton [kɑ:tən] n. 纸盒, 纸箱
2. skillful ['skilfəl] adj. 熟练的
3. evidence ['evidəns] n. 迹象
4. moisture ['mɔɪstʃə] n. 湿气, 潮气, 水分
5. plastic ['plæstɪk] adj. 塑料的
6. comparatively [kəm'pærətɪvli] adv. 比较地
7. compact [kəm'pækt] adj. 结实的
8. convenient [kən'vi:njənt] adj. 方便的, 便利的
9. characteristic [kærɪktə'rɪstɪk] n. 特点

Notes:

1. pack v. 包装。常用的包装表示方法:

(1) in... 用某种容器包装。例如, Walnuts are packed in double gunny bags. 核桃用双层麻袋包装。

(2) in...of...each 用某种容器包装, 每一容器内装若干。例如, Men's shirts are packed in wooden cases of 10 dozen each. 男式衬衫用木箱装, 每箱 10 打。

(3) in..., each containing... 用某种容器包装, 每一容器内装若干。例如, Nylon socks are packed in wooden cases, each containing 50 dozen. 尼龙袜子用木箱包装, 每箱装 50 打。

(4) ...to... 将若干件装于某一容器内。例如, Folding chairs are packed 2 pieces to a carton. 折叠椅两把装一个纸板箱中。

(5) each... in... and...to... 先将每单位装入某种容器,再将若干单位装另一种较大的容器。例如, Each pair of nylon socks is packed in a plastic bag and 12 pairs to a box. 每双尼龙袜子装入一个塑料袋里, 12 双袜子装一盒。

(6) ...to... and... to... 先将若干单位装某种容器,再把若干此种容器装另一种较大的容器。例如, Pens are packed 12 pieces to a box and 200 boxes to a wooden case. 钢笔 12 支装一盒, 200 盒装一木箱。

2. packing 作名词, 包装, 包装材料, 包装方法, 包装费。例如, The packing should be suitable for long distance transportation. 包装应该适合长途运输。



小提示: packing、package、packaging 和 packet 的区别

packing 包装, 抽象名词。The packing must be seaworthy. 包装必须适合海运。

packaging 包装方法, 具体名词。We have improved the packaging. 我们改进了包装方法。

package 中小型的包裹 (指包、捆、束、箱等)。Each package should be marked "Fragile". 每个包裹应注明“易碎”。

packet 名词。小包 (=a small package), (计算机)数据包, 信息包。The packets of tea are intact. 该茶叶的包装完好无损。

函电中有关 packing 的常用短语: seaworthy packing 适合海运的包装; inner packing 内包装; packing list 装箱单; outer packing 外包装; export packing 出口包装; neutral packing 中性包装; transportation packing 运输包装; packing requirements 包装要求; sales packing 销售包装; packing clause 包装条款。

3. carton 纸箱。常见的出口包装容器有: 箱 (case), 如木箱 (wooden case)、铁箱 (iron case)、板条箱 (crate)、纸箱 (carton) 等; 桶 (drum), 如木桶 (wooden drum)、铁桶 (iron drum)、塑料桶 (plastic drum) 等; 布包 (bale); 袋, 包 (bag), 如布袋 (cloth bag)、麻袋 (gunny bag)、纸袋 (paper bag)、塑料袋 (plastic bag 或 polybag) 等; 瓶 (bottle), 如钢瓶 (cylinder)、长颈瓶 (flask) 等; 坛 (jar); 盒 (box); 篓 (basket); 托盘 (pallet); 集装箱 (container) 等。

此外, 也有少数商品不采用包装, 仅仅采取散装 (In bulk) 和裸装 (Nude Packed) 方式。

4. These cartons are well protected against moisture by plastic lining. 这些纸盒内有塑料衬里, 防潮性能很好。

5. i.e. 拉丁文 id est 的缩写, 它的意思是“那就是说, 换句话说”, 等同于“that is”, “in other words”, 目的是用来进一步解释前面所说的观点。

13.2.2 样信 2: 对样信 1 的回复

Dear Sirs,

Thank you very much for informing us that the goods are packed in cartons as requested. We agree that you pack our order in carton, since you told us you have been using cartons for garments for so many years without any damage in transit. Furthermore, we would hope the

inner packing could be beautiful and attractive, and the design of the patterns and color could suit the taste of the young.

Yours faithfully,

Wordlists:

1. transit ['trænsɪt] n. 运输
2. design [di'zain] n. 设计

Notes:

1. in transit 在运输中= in the process of transportation。例如, Pilferage often occurs in transit. 偷盗常在运输途中发生。

2. suit the taste of the young 适合年轻人的品位。



知识链接

销售包装

销售包装,也叫商品包装(product packaging),是一门艺术。好的商品包装除能使商品更加出色外,还能引起顾客的兴趣,因而能促进货物的销售。商品包装的外观及装潢应该做到以下几点:新颖美观、小巧玲珑、富有吸引力、易于橱窗陈列、便于在超市等地销售。

13.2.3 样信3: 卖方告知买方包装情况

Dear Sirs,

We thank you for your letter of June 3, 2002 and we understand your concern for packing. We assure you that we take every possible precaution to ensure that our products reach you in good condition.

For your information, "Apple" jam is packed as follows:

Each jar is wrapped with tissue paper and placed in the individual box. The boxes are then packed to a carton. The cartons are then packed to strong wooden crates. Each crate holds twenty-four cartons. In addition, the crates are lined with waterproof, airtight material.

We sincerely hope the packing will be to your satisfaction and look forward to receiving repeat orders from you.

Yours truly,

Wordlists:

1. concern [kən'sə:n] n. 担心
2. precaution [pri'kəʊ:ʃən] n. 预防(抽象名词); 预防措施(具体名词)
3. jar [dʒɑ:] n. 罐, 坛
4. wrap [ræp] vt. 包, 裹
5. crate [kreɪt] n. 板条箱

Notes:

1. take precaution 采取预防措施。例如, We'll take precaution to ensure that the goods arrive to the destination in good condition. 我们将采取预防措施确保货物到达目的地时状态良好。

2. tissue paper 薄纸。

3. be wrapped with... 用……包着。例如, The piece goods are to be wrapped in craft paper, then packed in wooden cases. 布匹在装入木箱以前要用牛皮纸包好。

4. be lined with... 加衬(垫有)……例如, All the cases must be lined with waterproof paper. 所有箱子必须内衬防水纸。

13.2.4 样信 4: 包装要求

Dear Sirs,

Re: Your Order No.439

We are pleased to inform you that 300 cases of handsaws you shipped to Sydney on March 18 have arrived in perfect condition. It shows that you have made a great deal of improvement in packing.

As for the hand drills to be shipped to us, we would like you to have them packed in boxes of 2 dozen each, 50 boxes to a wooden case. We trust that you will give special care to the packing in order to avoid any damage in transit.

Please let us know by fax if you can meet our requirements.

With best regards.

Yours faithfully,

Notes:

1. handsaws 手工锯子。

2. hand drills 手工钻头。

3. have made a great deal of improvement 做了许多改进。例如, We have made a great deal of improvement in packaging and presentation. Please set your mind at ease. 我们在包装装潢上做了许多改进, 敬请放心。

4. have them packed 找人包装, 即 have sth. done 的用法。例如, We would like to have the screws packed in double gunny bags. 我们希望这些螺丝能用双层麻袋包装。

5. in boxes of 2 dozen each, 50 boxes to a wooden case 用盒装, 每两打装一盒, 50 盒装一木箱。in...of...each, ...to...用某物包装, 每件装多少, 若干件装于一大件中。

6. damage 损坏, 损害, 损失, 作名词。例如, Rough handling in transit will do damage to the goods. 运输途中粗野搬运会使货物受损。

也可作动词, 损坏, 损害。例如, Upon examination immediately after taking delivery, we found many of the goods were severely damaged. 提货后检查, 我们发现许多货物严重受损。

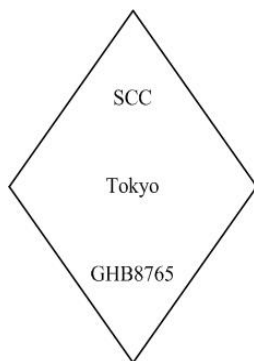
13.2.5 样信 5：运输标志的要求

Dear Sirs,

We have received your Sales Contract No.GH8765 in duplicate. As requested, we returned for your file the countersigned copy of contract No.FG9205 on November 2.

We have already established with ABC Bank, London the relative L/C, which, we believe, will reach you soon.

Please mark the bales with our initials SCC in a diamond, under which come the destination Tokyo with order number GH 8765 again below, viz.



This is to apply to all orders unless otherwise specified.

Please let us have the shipping advice by fax as soon as shipment is effected.

Yours faithfully,

Wordlists:

1. initial [i'niʃəl] n. 姓名或组织名称的首字母
2. destination [desti'neiʃən] n. 目的地，终点
3. diamond ['daɪəmənd] n. 钻石；菱形

Notes:

1. shipping mark 运输标志（唛头）。
shipping marks 运输唛头，式样主要有：diamond 菱形；triangle 三角形；rectangle 长方形；square 正方形；heart 心形。
2. to mark... with... 用……在……上刷标志（唛头）。例如，Please mark the bales with your company's initials in a diamond. 请在货包上刷上我公司名称的首字母于菱形内作为唛头。
3. viz videlicet 缩写，（拉丁语=namely）即，也就是。
4. unless otherwise specified 除非另有说明。
5. apply to 适用。例如，This will apply to all shipments unless otherwise instructed. 除非另行通知，此标记适用于所有装运的货物。
6. specify 详细地说明。例如，The contract specifies the terms of payment. 合同详细规定了支付方式。



小提示: stipulate 与 specify 辨析

(1) stipulate 在合同等正式的文件中经常被使用。例如, The contract stipulates that the packing should be strong enough to withstand rough handling. 合同规定, 包装必须牢固, 足以承受野蛮装卸。

(2) specify 一般是表示特别需要, 指定。例如, He didn't specify the matters. 他并没有详细说明是什么事。

(3) prescribe 多用于法律上的规定。例如, Regulations prescribe certain standards for building materials. 有规章规定建筑材料的某些标准。



知识链接

运输标志

运输标志必须简洁、字体大, 易读。它由五部分组成:

(1) 作为整套标志的一部分, 通常有一个简单的图形, 如圆形、菱形、方形、三角形或其他易于印刷的图形。这种简单的标志总在单据上显示出来。

(2) 在图案里, 有一个、两个或三个字母 (通常是客户名称的字头), 在这些字母下面是买方的订单编号或其他编号。

(3) 在图案的顶部和外边, 可有另两个或三个字母, 代表出口商的开头字母。

(4) 在图案的下方是买方接收货物的港口名称。如果货物需中途转运, 最终目的港名称后要标上“经由……字样”(via...)。

(5) 在目的港名称下方或最后一个港口的同一行是货物编号, 通常由件号和批号两部分组成, 往往可用 1~50 号来表示, 从这里我们可知这是总数 50 中的第几件。

另外, 国际标准化组织建议的标准唛头应为四行, 每行不超过 17 个字母 (包括数字和符号), 不采用几何图形, 如 SGL 收货人缩写; 88/s/c179345 合同号码; New York 目的港名称; No.1-500 箱号或件数。

运输标志必须符合船运公司、海关和收货人三方的要求。有时, 运输标志是由买方订货时指定的。如果买方没有提供, 出口商可以使用其自定的标志。大部分运输标志都是在业务洽谈中经过买卖双方同意的。这些标志必须与所有单据和发票保持一致并印刷在所有货箱上。

13.2.6 样信 6: 包装和运输标志要求

Dear Sirs,

S/C No.70SP-1572

We acknowledge receipt of your letter dated 3rd June, enclosing the above sales contract in duplicate.

After going through the contract, we find that the packing clause in it is not clear enough. Please note that the relative clause reads as follows:

Packing: Seaworthy export packing, suitable for long distance ocean transportation.

In order to avoid possible future trouble, we would like to make clear beforehand our packing requirements as follows:

The tea under the captioned contract should be packed in international standard tea boxes, 24 boxes on a pallet, and 10 pallets in a FCL container. On the outer packing, please stencil our initials SCC, with Dalian as the destination port and our S/C No. 825. In addition, warning marks like KEEP DRY, USE NO HOOK should also be indicated.

We have made a footnote on the contract to that effect and are returning one copy of the contract after duly countersigning it. We hope you will find it in order and pay special attention to the packing.

We look forward to receiving your shipping advice and thank you for your cooperation in advance.

Yours faithfully,

Wordlists:

1. seaworthy ['si:,wə:ði] a. 适合海运的
2. eliminate [i'limineit] v. 除去, 剔除
3. pallet ['pælit] n. 托盘
4. footnote ['fʊtnəʊt] n. 脚注, 补充说明
5. stencil ['stensl] n. 印上模板图案或字样
6. beforehand [bi'fɔ:hænd] adv. 预先, 事先, 提前

Notes:

1. go through 仔细检查, 审查。
2. FCL 是 Full Container Load 的缩写, 整箱货, 同样还有 LCL (Less Than Container Load) 拼箱货。
3. KEEP DRY, USE NO HOOK 保持干燥, 请勿使用吊钩。其他常用指示性 (directive marks) 和警告性标志 (warning marks) 有: KEEP COOL 保持凉爽; THIS SIDE UP 此端向上; FRAGILE 易碎; GLASS WITH CARE 玻璃制品, 小心; INFLAMMABLE 易燃; PERISHABLE 易腐烂; KEEP DRY 保持干燥; USE NO HOOK 请勿用钩; OPEN THIS END 此端开封。



知识链接

包装箱的设计理念

包装箱的完美设计至少应涉及 10 个方面。

- (1) 功能性: 包装什么样的物品。
- (2) 保护性: 外表面应具有一定的强度, 要经得起搬运和轻微的磕碰。
- (3) 标准性: 外部几何尺寸及净重、毛重有一定要求。
- (4) 经济性: 尽量降低造价。
- (5) 可加工性: 结构合理、选材合理、容易制造、工艺上可行。
- (6) 可观赏性: 外表面有一定的造型、颜色, 有的还有图案、花纹等。
- (7) 可搬运性: 中小箱要设计上提手或抓手便于搬运, 框架木箱下面要设计滑木便

于吊装或拖拉。

(8) 说明性: 包装箱上要标明生产厂家、产品名称、数量、型号、贯彻的标准、出厂时间、收货厂家及其他一些包装标志等内容。

(9) 宣传性: 包装箱上做广告, 介绍产品的优势、联系电话、售后服务等内容。

(10) 特殊功能性: 有时还要考虑防潮、防锈、防震、缓冲、防辐射、防火等要求。

13.3 实用句子

13.3.1 包装的表达

(1) The green beans can be supplied in bulk or in gunny bags. 青豆可以散装, 也可以用麻袋装。

(2) As requested, the shirts will be packed in waterproof material. 衬衫将按照要求用防水材料包装。

(3) The inner packing must be attractive and helpful to the sale. 内包装必须吸引人并且有助于销售。

(4) The goods are to be packed in wooden cases of 20 dozen each. 货物将用木箱包装, 每箱 20 打。

(5) We'll pack them 10 dozen to one carton, gross weight around 25kgs a carton. 每个纸盒装 10 打, 每盒毛重 25 千克左右。

(6) The packing must be seaworthy and strong enough to stand rough handling. 包装必须适于海运, 并经得起运输途中的野蛮搬运。

(7) Our strip scissors are packed in boxes of one dozen each, 200 boxes to a wooden case. 我们的旅行剪刀是用木箱包装的, 每个木箱装 200 盒, 每盒一打。

(8) The cigars are packed 5 pieces to a small packet, 20 packets to a carton, 144 cartons to a cardboard container. 雪茄烟每包 5 支, 每个纸盒 20 包, 每个纸板箱装 144 个纸盒。

(9) The cartons lined with plastic sheets are waterproof. 有塑料纸做衬里的纸盒是防水的。

(10) The cartons lined with plastic sheets are proof against damage and easy to handle. 衬有塑料层的纸板箱能防止损坏, 并便于搬运。

(11) We usually pack each piece of men's shirt in a box, half dozen to a box and 10 dozen to a wooden case. 我们通常把每件男衬衣装入一个盒子里, 半打装一箱, 10 打装一个木箱。

(12) Each case is lined with foam plastics in order to protect the goods against press. 箱子里垫有泡沫塑料以免货物受压。

(13) Strong packing will protect the goods from any possible damage during transit. 坚固的包装可以防止货物在运输途中受到任何损失。

(14) Although the cartons are light and easy to handle, we think it is not strong enough to be shipped. 虽然这些纸箱轻便、易拿, 但我们认为它们在运输中不太结实。

(15) We have no objection to the stipulations about the packing and shipping mark. 我们同

意关于包装和运输标志的条款。

(16) The weight and measurement of each case are clearly marked on every case. 每个盒子上都会清楚地标明重量和尺寸。

(17) If the goods are packed in cartons, any traces of pilferage will be in evidence. 如果货物是用纸盒包装的话, 任何偷窃的痕迹都会很明显。

(18) Cartons are quite fit for ocean transportation, and they are extensively used in our shipments to other continental ports to the entire satisfaction of our clients. 纸盒完全适合海运, 在我方将货物运输到其他大陆口岸中广泛使用, 我们的客户非常满意。

(19) Cartons are more convenient to handle in the course of loading and unloading. 在装卸过程中, 纸盒便于搬运。

(20) Shirts packed in such cartons are not so susceptible to damage by moisture as those packed in wooden cases. 用这种纸盒包装的衬衫不会像木箱包装的那样容易被水汽损坏。

(21) Our containers are in complete conformity to the specification laid down by the International Standardization Organization. 我方集装箱的规格完全符合国际标准化组织规定的标准。

13.3.2 运输标志、指示标志、警示标志的表达

(1) Please see to it that all the cases are marked clearly with our initials in a triangle, under which comes the destination with the contract number below. 请务必清楚地在所有箱子上将我公司首写字母刷在三角形内, 其下方为目的港名, 下面为合同编号。

(2) Please mark the bags according to the drawing given. 请按照所给的图样在袋上刷唛。

(3) The goods are to be marked with our initials in a diamond as usual. 请照常在货物上刷上我公司的缩写名称外加菱形。

(4) Please mark the packages with the same lot numbers as given on the order sheet in order to avoid being mixed up. 请在货物的包装上刷上订单中所注明的批号, 以避免弄乱。

(5) As these machines are precision instruments which cannot stand rough handling, the wording "Handle with Care" should be also marked on each case. 由于这些机器属精密仪器, 经不起野蛮装卸, 所以每个箱子上都要标上“小心轻放”的字样。

本章小结

出口贸易的包装比国内贸易的包装更需要重视。包装分为内包装和外包装, 即运输包装和销售包装。好的包装要经得起长途颠簸运输, 而不对货物带来任何损害; 还能促进销售的顺利进行。所以, 在贸易信函往来中, 包装信件是很重要的一部分。运输标志的作用在于使货物在装卸、运输、保管过程中容易被有关人员识别, 以防错发错运。同时, 对于某些货物还需要指示标志和警示标志。

复习思考题

1. Translate the trade terms.

- (1) packing charges
- (2) packing instruction
- (3) container
- (4) neutral packing
- (5) customary packing
- (6) inner packing
- (7) outer packing
- (8) seaworthy packing
- (9) warning mark
- (10) packing requirement

2. Choose the best answer.

- (1) The goods are to be packed _____ wooden cases, wrapped _____ matting outside.
A. with, with B. with, in C. in, with D. in, in
- (2) We suggest that this material _____ packed _____ tins of 625 grams, 48 tins _____ one wooden case.
A. is, with, in B. is, in, in C. be, with, in D. be, in, to
- (3) In reply _____ your E-mail of June 1st enquiring about our _____.
A. with, pack B. to, packing C. to, packet D. with, package
- (4) Upon arrival of the goods at the port of destination, we found that nearly 20% of the _____ had been broken, obviously attributed to improper _____.
A. packages, packing B. packet, packages
C. packing, packages D. package, packing
- (5) We have made _____ clear that the goods should be packed in cartons.
A. it B. them C. this D. which
- (6) Our cotton T-shirts are packed _____ boxes _____ one dozen each, 200 boxes _____ a carton.
A. with, in, to B. with, to, in C. in, of, to D. in, to, in
- (7) In addition _____ quality, we would like you to pay attention _____ packing.
A. with, in B. for, to C. to, to D. of, for
- (8) As requested, we will have the goods _____ in wooden cases, but you have to bear the extra _____ charges.
A. packing, repacked B. repacked, packing
C. packing, packing D. package, repacked
- (9) We sincerely hope the goods under your Order No.123 will reach you _____.
A. in good conditions B. in the good conditions
C. in a good condition D. in good condition

(10) _____ is advisable for you to strengthen the case with double straps.

- A. It B. This C. That D. The

(11) Foamed plastic casings are essential because glass bottles are _____ to breakage.

- A. likely B. subject C. possible D. probable

(12) We would like the machines to be packed in wooden cases _____ with soft materials.

- A. supported B. surrounded C. served D. lined

(13) We wish to stress the importance of punctual delivery, as the goods are urgently _____ in our market.

- A. demanded B. required C. requested D. claimed

3. Translate the following into English.

- (1) 我们希望货物抵达时状况完好并令贵方完全满意。
- (2) 我们用于出口的水果刀每箱 100 打。
- (3) 在外包装上请标明“小心轻放”字样。
- (4) 请务必清楚地地在所有箱子上将我公司首写字母刷在三角形内,其下方为目的港名,下面为合同编号。
- (5) 纸板箱比较轻巧、结实,易于搬运和储存,适合海洋运输,因此,已经在国际贸易中广泛使用。
- (6) 包装牢固,经得起野蛮搬运。
- (7) 请务必注意包装适合远洋运输。
- (8) 外包装应当坚实牢固,适于运输,至于内包装必须能吸引人,且有助于销售。
- (9) 我们通常把每件男衬衣装入塑料袋内,半打装一盒,10打装一箱。
- (10) 为防止偷窃,我们希望货物用木箱装运,而不是纸箱,因为纸箱更容易被割破。

4. Translate the following into Chinese.

- (1) The packing must be strong enough to withstand rough handling.
- (2) Please see to it that the packing is suitable for a long sea voyage.
- (3) Taking into consideration the transport conditions at your end, we have especially reinforced our packing so as to minimize the extent of any possible damage to the goods.
- (4) We are afraid that we shall have to charge more for the designed packing, as it calls for extra labor and cost.
- (5) The goods are to be packed in cartons. If the cartons are not strong enough, most of them will be liable to go broken on arrival. We would suggest you strengthen the carton with double straps.
- (6) The packing should be double bags lined with craft paper.
- (7) Please see to it that the sea under our Contract No. NT203 should be packed in international standard tea boxes, 24 boxes on a pallet, 10 pallets in an FCL container.
- (8) Cartons as a kind of packing container, have been widely used in international trade. Therefore we need not worry about their seaworthiness.
- (9) As crystal vases are expensive, please pack them in strict accordance with our instructions to avoid damage in transit.
- (10) It is necessary to make transshipment at Hamburg for goods to be shipped to our port therefore your packing must be seaworthy and can stand rough handling during transit.

5. Translate the following letter into English.

敬启者：

感谢贵方 6 月 1 日关于苹果酒的报价。我们高兴地订购 1 万瓶。请注意我方包装要求如下：

1 万瓶苹果酒，每瓶先套一塑料袋，再装入一较厚的精美的纸盒内，10 盒装一垫有泡沫塑料的纸板箱中。纸箱应足够坚固，以经得起野蛮搬运和长途运输。

请严格按照我方要求包装，以免运输途中受损。因销售季节即将来临，务请尽早装运，以赶上旺销季节。

此致



知识链接

包装容器说明

袋 (Bag)：由结实的纸、亚麻布、帆布、橡胶等制成。

麻袋 (Sack)：通常是用黄麻制成的大袋。

纸板箱 (Carton)：以轻而结实的硬纸板或纤维板制成，有双盖和双底，用胶水、胶带、金属或订书钉固定，有时几个纸箱用金属带捆扎成包。

箱子 (Case)：木制的结实容器，可用横档加固。如果为了轻便，可用薄木板，再用金属或铁丝绕扎。箱内可衬有各种材料，如防潮纸、锡箔等，以防止水、空气或昆虫损害货物。

盒子 (Box)：用木板、硬纸板或金属制成的小盒，可以有一个折盖 (铰链盖)。

板条箱 (Crate)：一种不完全封闭的箱子，有底和框架，有时顶部敞开着。板条箱常常是为了搬运特定的货物而制作的。装在板条箱里的机器要有一个特制的底座 (滑动垫木)，以便搬动。

桶 (Drum)：一种装液体、化学品、油漆等的圆筒形容器，通常用金属制成。某些干燥的化学品 (非易燃品) 或粉末装于木制的或纸板制的桶里。

大桶 (Hogshead)：容量为 63~140 美加仑。

桶 (Cask)：尤指盛酒精饮料的桶。

包 (Bale)：一捆扎紧的、以保护性材料包装的软性货物 (如棉花、羊毛、羊皮等)，体积通常是 30 英寸×15 英寸×15 英寸，可用金属带加固。

听头 (Can or Tin)：小金属容器，用来装少量的油漆、油或食物等。

大玻璃瓶 (Carboy)：以金属或柳条框保护着，瓶与框之间用软包装材料垫衬的大玻璃容器，通常用于装腐蚀性液体或化学药品。

捆 (Bundle)：不用任何容器将各种货捆扎起来，如将一些小纸箱捆扎在一起可称为一捆。



Chapter 14

Marine Cargo Insurance



本章相关专业知识简介

保险与国际贸易关系密切，做国际贸易时，货物要从卖方的手中运到买方的手中，这期间货物要经历长途跋涉，无论是空运、陆路运输，还是海洋运输都是如此，在运输途中，还必须经历装卸和仓储。在整个过程当中，货物很有可能遭到各种各样的自然灾害或意外事故，可能会丢失，也可能会灭失。为了避免这些情况的发生，在货物装运前，买方或者卖方会向保险公司为货物投保。鉴于大多数进出口货物采用的都是海洋运输，本章所涉及的内容主要是海洋运输，讨论的内容主要是各种常用的海洋运输保险。此外，作为外贸业务，海洋运输保险是一项必须争取的业务项目，属于服务贸易，可以增加外汇。

货物运输保险是指投保人（Insured）在货物装运前向保险人（Insurer）投保，即办理保险手续（Insurance Formalities），选择投保的险别（Insurance Coverage），确定保险金额（Insurance Amount），支付保险费（Premium），并领取保险单证（Insurance Documents）的过程。此后，如果投保货物在运输中遇险而发生损失，则保险人应负责对投保险别范围内的损失进行经济补偿。

保险合同（Insurance Contract）指保险合同的保险人同意接受风险而向投保人提供风险保障，在投保人支付一定的保费后，保险人同意被保险货物受损时支付合同中规定的金额或比例。在实践中，常采用保险单（Insurance Policy/Certificate）的形式。保险单的主要内容包括：保险人及保险公司；保险单编号；被保险人，即投保人。在 CIF 或 CIP 条件下，出口货物由出口商申请投保，在信用证没有特别规定的前提下，信用证受益人为被保险人，并加空白背书，以转让保险权益。一旦投保货物在运输中发生投保险别范围内的损失，须向保险公司或其代理人立即提出保险索赔（Insurance Claim）。为了落实货物的正常索赔，保险索赔时需要提交以下文件：保险单（Insurance Policy）或保险凭证（Insurance Certificate）、提单（Bill of Lading）、原始发票（Original Invoice）、检验报告（Survey Report）、船长声明书（Master's Protest）和索赔报告书（Statement of Claim）等。

保费（Premium）是由被保险人支付的一笔钱，一般是货物金额的一定比例。对于 FOB 和 CFR 交易，由进口商对货物投保、办理投保手续并支付保险费用。对于 CIF 交易，习惯上由出口商按发票金额（Invoice Value）的 110% 投保一切险（All Risks），即 100% 是 CIF

发票总值, 10%是合理的利润和其他费用。有时, 进口商要求投保的金额会超过 110%, 此时, 额外保险费应由进口商承担 (For the buyer's account)。

中国人民保险公司 (The People's Insurance Company of China, PICC) 制定的中国保险条款 (China Insurance Clauses, /CIC) 中的海洋运输货物保险条款 (Ocean Marine Cargo Clauses) 包括三个基本险别: 平安险 (Free from Particular Average, FPA)、水渍险 (With Particular Average, WPA) 和一切险 (All Risks)。除以上三种基本险别外, 还有附加险 (Extraneous Risks), 包括一般附加险 (General Additional Risks)、特殊附加险 (Special Additional Risks) 和特别附加险 (Special Additional Risks)。常见的一般附加险有 11 种, 均为包括 risk 这个词构成的词组, 分别为偷窃、提货不着险 (Theft, Pilferage and Non-delivery Risks, T.P.N.D.或 TPND), 淡水雨淋险 (Fresh and/or Rain Water Damage Risks), 短量险 (Shortage Risk 或 Risk of Shortage), 混杂、玷污险 (Intermixture and Contamination Risks), 渗漏险 (Leakage Risk 或 Risk of leakage), 碰损、破碎险 (Clash and Breakage Risks), 钩损险 (Hook Damage Risk), 锈损险 (Rust Risk 或 Risk of Rust), 包装破裂险 (Breakage of Packing Risk), 受潮受热险 (Sweating and Heating Risks), 串味险 (Taint of Odor Risks)。常见的特殊附加险有两种, 分别为战争险 (War Risk)、罢工险 (Strikes Risk)。常见的特别附加险有 6 种, 分别为交货不到险 (Failure to Delivery Risk), 进口关税险 (Import Duty Risk), 舱面险 (On Deck Risk), 拒收险 (Rejection Risk), 黄曲霉素险 (Aflatoxin Risk), 出口到港、澳地区 (包括九龙) 的货物存仓火险 (Fire Risk Extension Clause for Storage of Cargo at Destination Hong Kong, Including Kowloon or Macao)。具体如表 14-1 所示。

表 14-1 险种

分 类	名 称	内 容
基本险	平安险	平安险英文原意是“单独海损不赔”, 承保责任范围有限, 一般适用于大宗、低值粗糙的无包装货物, 如废钢铁、木材、矿砂等的投保
	水渍险	水渍险英文原意是“负责单独海损”, 承保的责任范围比平安险大, 包括平安保险承担的全部责任; 被保险货物由于恶劣气候、雷电、海啸、地震、洪水、自然灾害所造成的部分损失。水渍险虽然对单独海损负责, 但对锈损、碰损、破碎一级散装货物的部分损失不负责。因此, 一些不易损坏或虽易生锈但不影响使用的货物或旧货物, 以及散装的原料, 如五金板、钢管、线材、旧汽车或旧机械、旧机床、散装化肥及化工原料和散装的金属原料等, 常投保这个险
	一切险	一切险的承保范围最大, 是平安险、水渍险和一般附加险的总和。因此, 比较适合价值较高、可能遭受损失因素较多的货物投保
附加险	一般附加险 (11 种)	偷窃、提货不着险, 淡水雨淋险, 短量险, 混杂、玷污险, 渗漏险, 碰损、破碎险, 钩损险, 锈损险, 包装破裂险, 受潮受热险, 串味险
	特殊附加险 (2 种)	战争险、罢工险

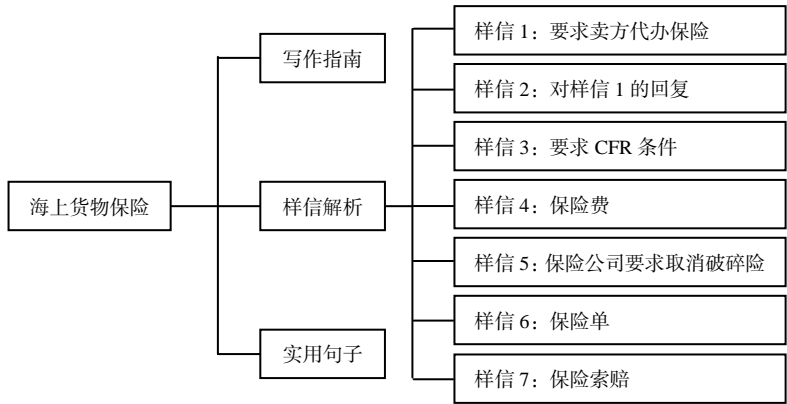
续表

分 类	名 称	内 容
附加险	特别附加险（6种）	交货不到险，进口关税险，舱面险，拒收险，黄曲霉素险，出口到港、澳地区（包括九龙）的货物存仓火险

本章学习目标

- 掌握海洋运输险险别的英文表达；
- 掌握有关海洋运输险的基本词汇与基本句型；
- 掌握办理保险信函和回复保险信函的写作。

学习导航



14.1 写作指南

14.1.1 买方要求卖方代办保险信函的写作要点

- (1) 提出想要将何种货物保险的意向。
- (2) 陈述保险的具体细节，如说明投保险种、货物名称、价值、货物在何港装运、何时装运、通过哪条船装运。
- (3) 表达早日收到保险单的愿望或请卖方尽快办理保险。

14.1.2 卖方回复保险信函的写作要点

- (1) 感谢买方关于投保的来信，同时对投保的货物予以确认。
- (2) 如果需要，可分成不同的段落，就投保的细节问题逐一陈述。例如，按惯例，应投保什么类型的险别，保险费率是多少，由哪家保险公司承保。
- (3) 希望得知买方是否同意保险条件并要求早日回复。

14.1.3 买方要求卖方代为向保险公司索赔信函的写作要点

- (1) 告知有关货物收到。

(2) 提供受损或灭失货物的订单号或合同号及所装箱号码; 货物抵达时间, 载货船名; 说明受损或灭失货物的数量或件数以及受损程度; 提供有关文件 (货物检验报告、船长或船代理声明); 要求卖方发来替换货物。

(3) 感谢卖方合作或希望收到卖方的回音。

14.2 样信解析

14.2.1 样信 1: 要求卖方代办保险

Dear Sirs,

Re: Our Order No. C422, Your Sales Contract No. 70 Covering 400 Cases Pottery

We wish to refer you to our Order No. C422 for 400 cases of Pottery, from which you will see that this order was placed on CFR basis.

In order to save time and simplify procedures, we now desire to have the shipment insured at your end. We shall be pleased if you will arrange to insure the goods on our behalf against All Risks for 110% of the full invoice value, i.e., USD1,000.00.

We shall of course refund the premium to you upon receipt of your debit note or, if you like, you may draw on us at sight for the amount required.

We sincerely hope that our request will meet with your approval.

Yours faithfully,

Wordlists:

1. simplify ['simplifai] v. 简化
2. procedure [prə'si:dʒə] n. 程序; 手续; 步骤
3. refund [ri'fʌnd] v. 退还, 归还; 偿还
4. premium ['pri:miəm] n. 保险费
5. approval [ə'pru:vəl] n. 赞成; 批准
6. debit ['debit] n. 借方

Notes:

1. have the shipment insured 给某物投保, 这是 have sth. done 的句型, 表示由他人完成某件事。例如, We have the shipment dispatched. 我们已经发货了。

2. insure the goods on our behalf against All Risks for 110% of the full invoice value, i.e., USD1,000.00. 将上述货物按发票金额的 110%, 即 1 000 美元代我方投保一切险。

Insure 作为动词, 常用的结构:

(1) insure + goods+ against a risk 投保……险 (别)。例如, Please insure the goods against all risks and war risk. 请将此货投保一切险和战争险。



小提示: 在表示“投保……险”时, 在险别前要加 against, 但是在水渍险 (WPA) 和平安险 (FPA) 前不加 against, 比较下列各组句子:

Please insure against All Risks.

Please insure FPA (or WPA).

We have insured the goods against All Risks.

We have insured the goods FPA (or WPA).

(2) insure ... for 按……金额投保。例如, We shall insure the goods for 110% of the invoice value. 我们将按发票金额 110% 投保此货物。

(3) insure... with... 向……投保。例如, We usually insure with the People's Insurance Company of China for the goods sold on CIF basis. 我们一般对按 CIF 价出售的货物向中国人民保险公司投保。

(4) to cover (insure) sb. on sth. 为……投保。例如, Please insure us on the following goods. 请为我们投保下列货物。

3. on one's behalf/ on behalf of sb. 代表某人。例如, We will effect insurance on your behalf. 我们愿代贵方投保。

4. refund the premium to you 将保险费退还给你。例如, Please note that the money will not be refunded if your L/C fails to reach us in time. 请注意如果贵方信用证不能及时到达, 该款项不予退还。

5. debit note 交纳保险费通知, 可缩写为 D/N。

6. invoice value 发票金额。insure for 110% of invoice value 按发票金额的 110% 投保; insure for 10% above invoice value 在发票价值上加 10% 投保; insure at invoice value plus 10% 按发票价值另加 10% 投保。



小提示: 卖方代办保险

在按 CFR 或 FOB 合同成交的情况下, 价格构成中不包括保险费, 因此, 买方要自费投保并支付保险费用。买方也可以要求卖方代办投保。买方必须提到收到卖方来信商讨何方投保的日期, 并且提到与卖方交易的具体订单货物情况。在请求对方代办投保时, 买方须将有关保险的情况一一说明, 如重量、价值、数量及所投险别, 还要提到货物投保的具体险种, 以及由此产生的保险费用。另外, 要求卖方完成投保的具体时间范围。若以 CIF 成交, 卖方在货物出厂之前需去保险公司投保。若以 FOB 或 CFR 成交, 需由买方投保。在国际贸易中, 一般是卖方负责代办投保。所以, 一般是卖方主动与买方商议由谁投保。卖方必须提到双方交易货物的具体情况, 并且向买方建议特殊附加险以供买方参考。加保各种特殊附加险而支付的保险费由买方承担。

14.2.2 样信 2: 对样信 1 的回复

Guangdong Sontasun Science and Technology Co., Ltd.
CITIC Plaza, 233 North Tianhe Road, Tianhe District, Guangzhou City, Guangdong Province,
China
Tel: 86-20-38773215, 38773217, 87521216 Fax: 86-20-38773215

June 20, 2013

Alexander Trading Company
253 Park Avenue, New York,
New York 10017, USA

Dear Sirs,

Re: Your Order No. 202, Our Sales Contract No. 70 Covering 400 Cases Pottery

This is to acknowledge receipt of your letter of June 15, 2013, requesting us to effect insurance on the captioned shipment for your account.

We are pleased to inform you that we have covered the above shipment against All Risks for USD114,585.00 with PICC which is a state-operated enterprise enjoying high prestige in settling claims promptly and equitably. The policy is being prepared accordingly and will be sent to you by the end of the week together with our debit note for the premium.

For your information, this parcel will be shipped on s.s. "Jinan", sailing on or about July 11th.

Yours faithfully,

Wordlists:

1. prestige [pres'ti:ʒ] n. 声望; 威望
2. equitably ['ekwɪtəbli] adv. 公平地, 公正地
3. parcel ['pa:sl] n. (待售商品的) 一批, 一宗

Notes:

1. effect insurance 表示“投保”,“办理保险”,常与 insurance 搭配的动词或动词词组还有 arrange / cover / provide / provide / take out insurance。

说明保险情况时, insurance 后接介词的一般用法:

- (1) insurance on+所投保的货物, 如 insurance on the 100 tons of wool。
- (2) insurance against+投保的险别, 如 insurance against FPA/ With Particular Average/ against All Risks。
- (3) insurance with+所投保的保险公司, 如 insurance with the People's Insurance Company of China。

(4) insurance for+投保金额, 如 insurance for 110% of the invoice value。

(5) insurance at+保险费或保险费率, 如 insurance at the rate of 5%。

(6) to arrange insurance ...on the goods against... risk for 110% of invoice value with the insurer 与保险商就……货物按发票金额的 110% 投保……险。例如, We have covered insurance on the 100 metric tons of wool for 110% of the invoice value against all risks. 我们已将 100 公吨羊毛按发票金额的 110% 投保一切险。

函电中, 与 insurance 有关的常用短语: insurance company 保险公司; insurance agents 保险代理人; insurance certificate 保险凭证; insurance coverage 保险范围; insurance amount 保险金额; insurance premium 保险费; insurance broker 保险代理人, 保险经纪人; insurance

clause 保险条款; insurance claim 保险索赔; People's Insurance Company of China 中国人民保险公司; insurance policy 保险单, 俗称大保单, 正规保单; insurance certificate 保险凭证, 俗称小保单; insurance declaration 保险声明书, 保险通知书; insurance endorsement 保险批单; marine insurance 海运险, 水险, 海上保险; ocean marine cargo insurance 海洋运输货物保险。

2. for your account 记在贵方账下, 贵方付费。

for sb's account 由谁付账, 常用于商业信函, 固定短语结构。例如, The extra premium is for buyer's account. 额外的保险费用由买方负担。

3. cover the above shipment 为上述货物办理保险, cover 后可接所保的货物、投保的险别和被保险人。例如, We shall cover the goods against all risks. 我们将为货物投保一切险。

We shall cover all risks and war risk for you. 我们为你投保一切险和战争险。

Insurance is to be covered by the buyers. 由买方办理保险。

This insurance policy covers us against breakage. 该保险单为我们保了破损险。

4. policy 保险单, 也可以写成 insurance policy。

5. settle claims 理赔。在函电中, 与 claim 有关的常见短语: accept a claim 同意索赔; admit a claim 同意索赔; entertain a claim 受理索赔; dismiss a claim 驳回索赔; reject a claim 拒绝索赔; relinquish a claim 撤回索赔; settle a claim 解决索赔; waive a claim 放弃索赔; withdraw a claim 撤回索赔。

14.2.3 样信 3: 要求 CFR 条件

Dear Sir,

Insurance

Thank you for your E-mail of November 1, quoting us 500 metric tons of wheat on CIF terms.

With regard to this transaction, however, we prefer to have your offer on CFR terms.

For your information, we have taken out an open policy with the Lloyd Insurance Company, London. Under the policy, when shipment is made, all we have to do is to advise them of the particulars. Furthermore, we are on good terms with our underwriters and consequently receive premium rebates at regular intervals.

Meanwhile, would you please supply us with full details regarding the scope of coverage handled by your usual insurance company for our reference?

We look forward to hearing from you.

Sincerely yours,

Wordlists:

1. particulars [pə'tɪkjʊləs] n. 详细情况
2. consequently ['kɒnsɪkwɛntli] adv. 因此, 必然地
3. rebate ['ri:beɪt] n. 回扣

Notes:

1. prefer to 宁愿 (选择), 更喜欢。例如, We prefer to ship whatever is ready instead of

waiting for the completion of the entire lot. 我们宁愿将我们已准备好的货物先装运, 而不是等整批货齐了再装运。

2. take out 办理。例如, Have you taken out insurance for us on these goods? 贵方已经为我们给这批货办理保险了吗?

3. open policy 预约保险单, 开口保险单。指承保一定时期内发运的一切货物或某几项货物的海洋运输货物保险单, 它可以是定期的, 也可以是不订明期限的。预约保险单不规定总保险金额, 只规定每批货的最高保险额。为了简化投保手续、防止漏保, 我国外贸公司和经常有货物进口的企业, 与保险公司订有预约保险合同。该合同对进口货物的投保类别、保险费率、赔付方法和承保货物的范围都做了具体规定。

4. Lloyd Insurance Company, London 伦敦劳埃得保险公司。

5. on good terms with sb. 与某人关系良好。例如, We are on good terms with the firm mentioned. 我们与所提到的公司关系良好。

6. underwriter 保险商 (在英国早期开办保险业务时, 由好多承保商号联合承保, 他们一起在保险单下面签字, 因而得此名称)。

underwriters 与 insurance company 及 insurers 一般通用, 但 underwriters 主要指专保水险的保险商。

7. coverage 保险类别, 承保范围(作名词)。例如, The policy gives coverage against storm damage but not against frost. 此保险单提供暴风雨损坏保险, 但不提供冻坏险。



知识链接

我国进出口货物运输保险的基本做法

目前, 我国对进口的货物, 一般以不带保险的 FOB 或 CFR 价格条件成交, 并尽量选择在国内保险。这主要是为了节省外汇支出, 使保险更有保障, 如一旦发生了损失能及时获得经济补偿, 以及有利于开展防损和检验工作。对我国出口的货物, 既可按不带保险条件对外报价, 也可以在国外买方自愿的情况下, 按保险条件对外成交。因此, 保险手续包括:

(1) 出口货物的投保。由出口公司向中国人民保险公司逐笔办理投保手续。

(2) 进口货物的投保。为简化手续, 中国人民保险公司与各进出口公司签有预约保险合同, 进口货物由保险公司自行承保。

(3) 批单手续。批单手续是保险公司出立保险单后, 投保人因情况变化需要更改保险条件, 向保险公司提出批改申请。保险公司接受申请, 按申请条件出立批单, 并对更改内容负责。



知识链接

伦敦劳埃德保险公司

英国劳埃德保险公司是当今世界保险业中信誉最高、名气最大、资金最雄厚、利润最多的一家大保险公司。劳埃德保险公司成立于 1680 年, 迄今已有 300 多年的历史, 如此悠久的历史给劳埃德公司留下了许多岁月的痕迹, 在公司里处处可见犹存的古朴风情。坐落在伦敦中心的劳埃德总部建筑造型酷似一个豪华的火车站, 在大门口站着披红

斗篷的卫士；楼房里摆着狄更斯时代的长椅子、大桌子和高书橱，楼内的休息室高挂着“船长室”的标志牌；复杂的计算机系统里储藏着投保者的所有资料，而记录员却用着17世纪的鹅毛笔！劳埃德公司以敢于承保任何风险而闻名于世。大到火箭升空和人造卫星，小到电影明星漂亮的脸蛋和超级名模那双修长的玉腿，这家保险公司都敢毫不犹豫地予以担保。它的信条是：保险业若不敢冒险，保险公司就将无人问津。

14.2.4 样信4：保险费

Dear Sirs,

Re: Insurance

In reply to your letter of February 24 regarding insurance, we would like to advise you of the following:

Your customer's request for insurance coverage up to the inland city is acceptable on condition that such extra premium is for his account. We generally cover WPA and War Risk in the absence of definite instruction from our clients. If you desire to cover insurance against All Risks, we can provide such coverage, but at a slightly higher premium, the difference of which will be for your account.

Breakage is a special risk, for which an extra premium will have to be charged. The present rate is about 0.7%. Claims are payable only for that part of the loss, that is, above 5%.

In connection with the value to be insured, we cannot grant you insurance coverage for 150% of the invoice value, as the contract stipulates that insurance is to be covered for 110% of the invoice value.

We trust the above information will be helpful and await your further news.

Yours faithfully,

Wordlists:

1. absence ['æbsns] n. 缺席，缺乏
2. definite ['definit] adj. 明确的
3. slightly ['slaitli] adv. 略微地，稍微地
4. breakage ['breikidʒ] n. 破损；破损险
5. charge [tʃɑ:dʒ] v. 付款，收费
6. claim [kleim] n./v. 索赔
7. grant [gra:nt] v. 同意，批准

Notes:

1. insurance coverage 保险范围。例如，Kindly note that the insurance covers FPA and War Risk only. Should additional insurance coverage be required, the extra premium incurred would be for the buyer's account. 请注意保险只包括平安险和战争险。如果要求投保附加险，所需额外保险费将由买方支付。

2. up to the inland city 到内陆城市。例如，Our coverage is up to the port of destination only, but your L/C stipulates insurance should be covered up to the inland city. 我方投保至目

的港为止，但贵方信用证规定保险范围要覆盖内陆城市。

3. on condition that 在……条件下，如果。例如，We can load the cargo on S/S “PEACE” on or about May 15 on condition that you will open relative L/C in good time. 如贵方及时开出有关信用证，我方则能在 5 月 15 日及其前后将货装上“和平”号轮。

4. in the absence of 在没有……情况下，在缺乏……的情况下。例如，We usually cover the goods against All Risks and War Risk in the absence of the buyer's detailed requirement. 在买方没有具体要求的情况下，我方通常为货物投保一切险和战争险。

5. an extra premium will have to be charged 必须收取额外保费。例如，The bank charges 1% for exchanging traveler's checks. 银行兑换旅行支票收取 1% 的手续费。

6. invoice value 发票金额。例如，Please insure for 110% of the invoice value. 请按发票金额的 110% 投保。

14.2.5 样信 5：保险公司要求取消破碎险

Dear Sirs,

Additional Risk of Breakage

We refer to your L/C No.157 covering Artistic Porcelains, which we have just received.

Please note for this article we do not cover Breakage. You have to, therefore, delete the word “Breakage” from the insurance clause in the credit.

Furthermore, we wish to point out that for such articles as window glass, porcelains, etc, even if additional Risk of Breakage has been insured, the cover is subject to a franchise of 5%. In other words, if the breakage is surveyed to be less than 5%, no claims for damage will be entertained.

We trust that the position is now clear. Please fax the amendment at once.

Yours faithfully,

Wordlists:

1. porcelain ['pɔːslɪn] n. 瓷器
2. delete [di'li:t] v. 删除，划掉
3. clause [klaʊz] n. (文件的) 条款，款
4. franchise ['fræn,tʃaɪz] n. 免赔率(额); 免赔权; 特权
5. survey [sə'vei] n./v. 调查，检查; 观察，鉴定
6. position [pə'ziʃən] n. 立场，态度

Notes:

1. artistic porcelains 艺术陶瓷。

2. be subject to 受约束，受控制。例如，The rate now being charged by us for the proposed shipment against all risks will be 10% subject to China Insurance Clauses. 按照中国保险条款，我方对投保一切险的货物收取的费率是 10%。

3. in other words 换言之。

4. franchise 免赔率 (在保险单内规定的一个金额或百分比, 凡保险责任范围内的损失超过规定数额时, 保险公司赔偿全部损失。如果所受损失在规定范围之内时, 保险公司不赔偿损失)。例如, The underwriters declined to pay the claim, not that breakage was uncovered, but that the risk was insured with 10% franchise. 保险商拒绝支付此项索赔, 不是因为投保破碎险, 而是因为这种险是按 10% 的免赔率承保的。



知识链接

免赔率

免赔率是指有些易碎、易腐等商品发生保险责任范围内的损失时, 保险公司要扣除一定数量或金额后赔付。免赔率可分为“绝对免赔率”和“相对免赔率”两种。两者的相同点是, 如果损失数额不超过免赔率, 均不予赔偿; 两者的不同点是, 如果损失数额超过免赔率, 前者扣除免赔率, 后者则不扣除免赔率, 全部予以赔偿。中国人民保险公司采取的是绝对免赔率。例如, 货物在运输过程中, 发生保险范围的损失, 损失 10%, 在免赔率为 3% 的情况下, 如果是绝对免赔率应赔 7%, 如果是相对免赔率应赔 10%。

14.2.6 样信 6: 保险单

Policy No. 11893

This is to certify that this company has insured on behalf of China National Light Industrial Products Import & Export Corp. Qingdao Branch.

The sum of U.S. Dollars One Hundred Thousand only.

Upon Five Thousand Sets of “Flyingfish” Sewing Machines.

At & from Qingdao to New York.

Ship or vessel: S.S. “Dayu”.

Sailing on or about: May 20, 2013.

Covering All Risks.

In the event of damage, it will be surveyed by Johnson Survey Co. and claim payable at Qingdao.

This policy is issued in duplicate at Qingdao on the 7th day of May in the year of two thousand and three.

The people's Insurance Company of China
Qingdao Branch

Wordlists:

1. certify ['sə:tɪfaɪ] v. 证明, 证实
2. sum [sʌm] n. 总数, 总和

Notes:

1. This is to certify that... 兹证明……(多用于句首)。例如, This is to certify that we, the undersigned, have inspected the quality of the above-mentioned goods and found the result as follows: 兹证明所列商品, 其品质经我方检验, 结果如下:

2. in the event of... 如果发生, 万一……= in case of... 例如, The seller may cancel the contract and reserve the right to claim in the event of buyer's breach of contract. 万一买方违约, 卖方可取消合约并保留索赔权。

3. only 整。Total amount: USD140,000 (say U.S. Dollars one hundred and forty thousand only)。

14.2.7 样信 7: 保险索赔

Dear sirs,

Our Order No. 4546

26 cases of Butterfly sewing machines shipped by S.S. "Eancastria" arrived here yesterday. We had the case opened and the contents examined by a local insurance surveyor in the presence of the shipping company's agents. But to much regret, we have to inform you that 4 sewing machines in two cases of them were badly damaged. Obviously, the damage was caused by rough handling during transit.

We enclose the surveyor's report and the shipping agents' statement. As our order was placed on CIF basis and you effected insurance, we should be grateful if you would submit the insurance claim for us with the insurers. We expect to be compensated for the loss sustained in due course.

We hope no difficulty will arise in connection with the insurance claim and thank you in advance for your cooperation.

Yours faithfully,

Wordlists:

survey [sə:'veɪ] n./v. 调查, 检查; 观察, 鉴定

Notes:

1. insurance surveyor 保险公证人, 保险公证行, 是专门从事商品检验或鉴定业务的个人或公司, 它受委托人的委托, 对货物的品质、规格、数量、重量等进行检验, 或在货物发生损害时对损害情形进行鉴定, 以确定受损情况, 并给出公证报告书。委托人需向公证行或公证人支付公证费或检验费。

2. in the presence of ... 在……在场的情况下, 当……的面。

3. surveyor's report=survey report 公证报告书, 调查报告, 检查报告。

4. in /during transit 在运输途中。例如, It is quite clear that the damage occurred in transit. 很明显, 货损是在运输途中发生的。

5. effect insurance 办理保险, 也可以说 make/arrange insurance。例如, Under a CIF contract, it is the seller's obligation to effect insurance. 按 CIF 成交的合同, 由卖方办理保险。

6. compensate for 赔偿。例如, You should compensate us for the loss caused by the late delivery. 贵方必须向我方赔偿因迟交货物所引起的损失。



知识链接

保险索赔注意事项

进行保险索赔时, 投保人必须向保险公司说明出现的情况、涉及的货物、合同号码、原因的初步分析和索赔的具体要求, 并提出相关证明。如果卖方是投保人, 买方需卖方代办保险索赔事宜, 买方必须向卖方说明出险货物抵达的具体日期, 并说明货物出险的具体情况, 如货物受损程度及数量。买方必须说明货物出现异常时有证人在场, 并随信件附相关证据给卖方。

14.3 实用句子

1. Insurance is to be covered by the buyer. 由买方投保。
2. Please insure F.P.A at your end. 请在贵处投保平安险。
3. We generally insure W.P.A on C.I.F basis. 按 CIF 价, 我们一般投保水渍险。
4. If you desire us to insure against a special risk, an extra premium will be charged. 如果贵方想要我方投保其他特殊的险别, 则须支付额外的费用。
5. We shall cover the shipment for 10% above invoice value. 我们按发票金额加成 10% 投保。
6. We shall arrange insurance on your behalf. 我们将代贵方投保。
7. Please cover the goods against War Risk. 请将货物投保战争险。
8. For this consignment, we shall cover WPA and risk of breakage for 110% of the invoice value. 对于这批货物, 我们已将货物按发票金额投保水渍险和破损险。
9. We have covered insurance on 1,000 cases of Qingdao Beer for 110% of the invoice value against All Risks. 我们已将 1 000 箱青岛啤酒按发票金额的 110% 投保一切险。
10. As our order was placed on CIF basis, insurance is to be arranged by you. 由于我方是按 CIF 价订货的, 应由贵方投保。
11. Have you taken out insurance for us on these goods? 贵方是否已代我方对此货物投保?
12. We'd like to cover our ordered goods against WPA for 120% of the invoice value according to our usual practice. 按照惯例, 我们按发票金额的 120% 为我们所购货物投保水渍险。
13. We usually insure with the People's Insurance Company of China for the goods sold on CIF basis. 我方一般对按 CIF 价出售的货物向中国人民保险公司投保。
14. Insurance is to be effected by the sellers against All Risks for 110% of the invoice value with the People's Insurance Company of China. 由卖方按发票金额 110% 向中国人民保险公司

投保一切险。

15. We have pleasure in informing you that the shipment of 2,000 tons Chemical Fertilizer under Contract No. 93108 will be shipped by S.S. "Daqing" which is scheduled to leave here on March 13. Please arrange insurance for this cargo. 现欣然奉告, 第 93108 号合同项下 2 000 吨化肥即装“大庆”轮, 该轮定于 3 月 13 日起航, 请为此货办理保险事宜。

16. Please see to it that the above mentioned goods are to be shipped before 15th May and the goods are to be covered for 150% of the invoice value against All Risks. We know that according to your usual practice, you insure the goods only for 10% above invoice value; therefore the extra premium will be for our account. 请注意(做到)上述货物必须在 5 月 15 日装出。保险必须按发票价格的 150% 投保一切险。我们知道按照贵方一般惯例你们只按发票价格加价 10% 投保, 因此额外保险费由我方负担。

17. If the buyer requires additional risks to be covered, the extra premium is for the buyer's account. 如果买方要求附加险, 额外保险费由买方承担。

18. Please see to it that the above-mentioned goods are insured against FPA for 130% of the invoice value. 请负责将上述货物按发票金额的 130% 投保平安险。

19. The insurance company is responsible for the claim, as far as it is within the scope of coverage. 只要在保险责任范围内, 保险公司就应赔偿。

20. WPA coverage is too narrow for this shipment. Please extend the coverage to include TPND. 对于这批货物来说, 水渍险的保险范围太窄了, 请增加偷窃、提货不着险。

21. We have insured the goods with People's Insurance Company of China against All Risks and War Risk for 110% of the invoice value at the rate of 0.5%. 我方已经将这批货物向中国人民保险公司投保了一切险和战争险。保险金额为发票金额的 110%, 保险费率为 0.5%。

22. For FOB and CRF sales, insurance is to be covered by buyers. 对离岸价及成本加运费价条件的卖货, 保险由买方办理。

23. Referring to our Order No.21301 for 200 cases of cameras on CIF basis, we now wish you to cover insurance against All Risks for us. 关于我公司第 21301 号订单下按 CIF 条款订购的 200 箱照相机, 我公司希望贵方代投一切险。

24. If any damage to the goods occurs at your end, a claim can be made to your insurance agency, who will undertake to compensate for the loss sustained. 货物如发生损坏, 可向贵地的保险代理提出索赔, 他们将赔偿贵方遭受的损失。

25. We are sorry to learn that your goods were badly damaged during transit and the insurance company will compensate you for the losses accordingly to the coverage arranged. 我方很遗憾得知, 贵方货物在途中严重受损。保险公司将按照投保险别赔偿贵方损失。

26. We enclose an inspection certificate issued by the Beijing Commodity Inspection Bureau and the Shipping Agent's Statement as well as the original Insurance Policy. 现附上北京商品检验局签发的检验证明和轮船代理人的报告书, 以及保险单原件。

27. Please insure us against all risks USD100,000, value of 5,000 sets of "Butterfly" Sewing Machines shipped at Shanghai, on board S.S. "Fengqing", sailing for New York on May 20. Please send us the policy, together with a note for the charges. 请为我方 5 000 台“蝴蝶”牌缝

机投保价值 100 000 美元的综合险。该批货物已在上海港装上“风庆”号轮,于 5 月 20 日运往纽约港。请寄来保险单及所需费用单据。

28. If the breakage is surveyed to be less than 5%, no claims for damage will be entertained. 经调查如果破碎率不足 5%, 不予受理损失索赔。

本章小结

凡按 CIF 和 CIP 条件成交的出口货物,由出口企业向当地保险公司逐笔办理投保手续。应根据合同或信用证规定,在备妥货物,并确定装运日期和运输工具后,按约定的保险险别和保险金额,向保险公司投保。投保时应填制投保单并支付保险费,保险公司凭以出具保险单或保险凭证。投保的日期应不迟于货物装船的日期。投保金额若合同没有明示规定,应按 CIF 或 CIP 价格加成 10%,如买方要求提高加成比率,一般情况下可以接受,但增加的保险费应由买方负担。

险别有基本险和附加险。基本险包括平安险 (Free from particular Average, FPA)、水渍险 (With Particular Average, WPA) 和一切险 (All Risks, AR) 三种。有关保险方面的信函常常包括投保的货物、投保的险别、保险金额、保险费金额等。

复习思考题

1. Translate the following terms.

- (1) open policy
- (2) insurance company
- (3) insurer
- (4) insured value
- (5) insurance policy
- (6) premium
- (7) insurance rate
- (8) insurance coverage
- (9) WPA
- (10) FPA

2. Choose the best answer to complete each of the following sentences.

- (1) _____ will be added to invoice amount together with freight charges.
A. Coverage B. Insurance C. Premium D. Rate
- (2) Our client suggests that the goods should be _____ All Risks.
A. covered B. covered against C. coverage D. coverage against
- (3) For such product like Porcelain Tea Set, it is better to cover Risk of _____.
A. Sweating B. Odor C. Breakage D. Leakage
- (4) Breakage is a special risk, for which an extra premium will have to be _____.
A. charged B. covered C. insured D. arranged

(5) As to insurance on this shipment, please charge the cost _____ the account of our Dalian Branch.

- A. with B. to C. for D. on

(6) We desire to have the shipment _____ at your end, please arrange insurance on our behalf.

- A. insured B. insurance C. coverage D. cover against

(7) As agreed, the buyer's request for additional insurance can be _____ on condition that such extra _____ should be _____ by the buyer.

- A. covered, premium, borne B. accept, premium, born
C. met with, charges, borne D. accepted, premium, borne

(8) We are in receipt of your letter of Feb. 15, _____ us to effect insurance on the captioned goods.

- A. requiring B. require C. requesting D. request

(9) As to the premium, you may draw _____ us at sight, we shall of course refund them to you.

- A. to B. with C. on D. upon

(10) As arranged, we have effected insurance _____ the goods _____ 110% of the invoice value _____ All Risks.

- A. of, at, with B. for, in, against C. on, for, against D. to, at, over

(11) Please effect insurance _____ War Risk in addition to All Risks _____ the amount of 10,000 yuan _____ our order No.505.

- A. for, for, on B. against, on, for C. against, for, on D. with, for, for

(12) We have covered your goods _____ USD100,000 _____ PICC.

- A. for, with B. against, for C. on, at D. at, for

(13) A 3% discount was granted only _____ your order _____ USD100,000 dozen pens.

- A. for condition of, exceed B. for condition that, exceeds
C. on condition that, exceed D. on condition that, exceeds

(14) The risk of breakage is considered to be _____.

- A. Free from Particular Average B. General Additional Risks
C. With Average D. Special Additional Risks

3. Translate the following sentences into English.

- (1) 请按发票金额的 110% 将货物投保一切险。
- (2) 破碎险的保险费率为 5%，如果贵方愿意投保破碎险，我们可以代为办理。
- (3) 请按照我们的要求办理保险，同时，我们等候贵方的装运通知。
- (4) 我方已为上述货物投保了一切险和破碎险。
- (5) 保险由买方办理。
- (6) 由于我方是按 CIF 价订货的，应由贵方负责投保。
- (7) 请按我方要求办理保险。
- (8) 如果没有你们明确的指示，我们将按一般惯例投保平安险和战争险。

(9) 对于此货物我方将按发票金额的 110% 投保。

(10) 额外保险费由买方负担。

4. Translate the following sentences into Chinese.

(1) Please, see to it that the above-mentioned goods are to be shipped before May 15th and the insurance is covered for 120% of the invoice value against All Risks.

(2) We generally insure W.P.A. on C.I.F. basis.

(3) The additional premium is for the buyer's account.

(4) We adopt the warehouse to warehouse clause which is commonly used in international insurance.

(5) We cover insurance on the 100 tons of wool.

(6) We cannot comply with your request for insuring your order for 130% of its invoice value.

(7) Our price is quoted on CFK basis, and consequently, the insurance is to be covered by your selves.

(8) The insurance company is responsible for the claim, as far as it is within the scope of coverage.

(9) In the absence of your definite instructions regarding insurance, we covered your ordered goods against W.P.A for 110% of the invoice value according to our usual practice.

(10) Insurance on the goods shall be covered by us for 110% of the CIF value, and any extra premium for additional coverage, if required, shall be borne by the buyers.

5. Translate the following passages into English.

敬启者:

关于贵方售货合同第 1069 号的 300 台缝纫机, 现通知贵方, 我们已由伦敦中国银行开立了保兑的、不可撤销信用证第 10085 号, 计金额 1 067 英镑, 有效期至 5 月 5 日。

请注意上述货物须在 6 月 5 日前装运, 并按发票金额的 130% 投保一切险, 我们知道按照一般惯例, 你们只按发票金额的 110% 投保, 因此额外的保险费由我们来负担。

请按照我们的要求办理保险, 同时我们等待贵方的装船通知。

谨启



知识拓展

保险批单

保险单出立后, 投保人如需要补充或变更其内容, 可根据保险公司规定, 向保险公司提出申请, 经同意后即另出一种凭证, 注明更改或补充的内容, 这种凭证即批单。保险单一经批注, 保险公司即按批改后的内容承担责任。其批单内容如涉及保险金额增加和保险责任范围扩大, 保险公司只有在证实货物未发生出险事故的情况下才同意办理。批单原则上须粘贴在保险单上, 并加盖骑缝章, 作为保险单不可分割的一部分。



知识拓展

办理国际货物运输保险灵活进行险别选择五要素

办理国际货物运输保险,需要综合考虑各方面的因素,投保时才能做到合理、有利、防风险于未然。国际货物运输险品种多,不仅有主险和附加险,而且附加险又分 11 种一般附加险、2 种特殊附加险和 6 种特别附加险。多投险种当然安全感会强很多,但保费的支出肯定也要增加。因此,企业如何灵活运用保险,回避出口货物运输中的风险,是技巧性很强的专业工作。

在投保时,总是希望在保险范围和保险费之间寻找平衡点。要做到这一点,首先要对自己所面临的风险做出评估,甄别哪种风险最大、最可能发生,并结合不同险种的保险费率来加以权衡。

出口商投保时,通常要对以下几个因素进行综合考虑:货物的种类、性质和特点;货物的包装情况;货物的运输情况(包括运输方式、运输工具、运输路线);发生在港口和装卸过程中的损耗情况等;目的地的政治局势(是否投保战争险)。



知识拓展

何时选用一切险

一切险是最常用的一个险种。买家开立的信用证也多要求出口方投保一切险。投保一切险最方便,因为它的责任范围包括平安险、水渍险和 11 种一般附加险,投保人不用费心思去考虑选择什么附加险。但是,往往最方便的服务需要付出的代价也最大。就保险费率而言,水渍险的费率约相当于一切险的 1/2,平安险约相当于一切险的 1/3。

是否选择一切险作为主险要视实际情况而定。例如,毛、棉、麻、丝、绸、服装类和化学纤维类商品,遭受损失的可能性较大,如沾污、钩损、偷窃、短少、雨淋等,有必要投保一切险。有的货品则没有必要投保一切险,像低值、裸装的大宗货物如矿砂、钢材、铸铁制品,主险投保平安险就可以了。另外,可根据实际情况再投保舱面险作为附加险。对于不大可能发生碰撞、破碎或容易生锈但不影响使用的货物,如铁钉、铁丝、螺丝等小五金类商品,以及旧汽车、旧机床等二手货,可以投保水渍险作为主险。

附加险的选择要针对易出险因素来加以考虑。例如,玻璃制品、陶瓷类的日用品或工艺品等产品,会因破碎造成损失,投保时可在平安险或水渍险的基础上加保破碎险;麻类商品,受潮后会发热、引起霉变、自燃等带来损失,应在平安险或水渍险的基础上加保受热受潮险;石棉瓦(板)、水泥板、大理石等建筑材料类商品,主要损失因破碎导致,应该在平安险的基础上加保破碎险。

有的货物投保了一切险作为主险可能还不够,还需投保特别附加险。某些含有黄曲霉素的食物,如花生、油菜子、大米等食品,往往含有这种毒素,会因超过进口国对该毒素的限制标准而被拒绝进口、没收或强制改变用途,从而造成损失,那么,在出口这类货物时,就应将黄曲霉素险作为特别附加险予以承保。

主险与附加险要灵活使用。目标市场不同,费率也不同,出口商在核算保险成本时,就不能“一刀切”。如果投保一切险,欧美发达国家的费率可能是 0.5%,亚洲国家是 1.5%,非洲国家则会高达 3.5%。货主在选择险种的时候,要根据市场情况选择附加险,如到菲律宾、印度尼西亚、印度的货物,因为当地码头情况混乱,风险比较大,应该选择偷窃、提货不着险和短量险作为附加险,或者干脆投保一切险。



Chapter 15

Complaint, Claim and Settlement



本章相关专业知识简介

在执行合同的过程中，签约双方都应该严格履行合同。任何一方如果不能严格履行，就会给另一方带来麻烦。在这种情况下，受损失的一方有权根据合同规定要求责任方赔偿损失或采取其他补救措施。受损失的一方采取的这种行为称为“索赔”（Claim），而责任方就受损失一方提出的要求进行处理的称为“理赔”（Settlement）。因此，索赔和理赔是一个问题的两个方面，对受损方而言，称索赔；对违约方而言，则称理赔。

在业务中常见的是买方向卖方提出索赔，如卖方的货物没有送达、推迟交货、短装短量、质量低劣、不良包装、违约等原因造成的损失。属于买方责任而引起卖方索赔的有买方未按期付款；未及时办理运输手续；未及时开立信用证；买方其他违反合同或法定义务的行为。

索赔对象可以向有关承运人提出，也可向保险公司提出索赔。承运人签发清洁提单，提单上无任何不良批注，货物到岸后若发生残损或到货数量少于提单所载数量，进口商应会同船方和港务当局填制货损货差报告，根据不同运输方式的有关规定，及时向有关承运人提出索赔。若向轮船公司索赔，须另附由港务局理货员签证的理货报告，以及由船长签证的短卸或残损证明。

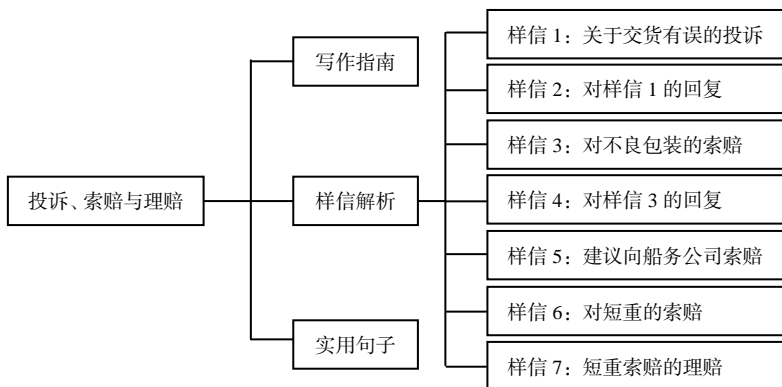
货物因自然灾害、意外事故或运输装卸过程中事故等受损，并属于承保范围内的，应向保险公司索赔。因承运人的过失造成货物残损、丢失，而承运人不予赔偿或赔偿金额不足抵补损失的，如属保险公司承保范围内的，也应向保险公司提出索赔。索赔时，须另附保险公司与买方的联合检验报告。

索赔函是受损方向违约方提出索赔要求的书面文件，也包括责任方或违约方对索赔函的回复或处理，既可能是理赔，同意索赔方所提出的损害赔偿、交付替代货物、退货、换货、补货、修理或降价处理等要求，也可能是申辩说明没有责任，这些都可归属于索赔函的撰写内容。

本章学习目标

- 了解买方向卖方提出投诉的原因；
- 掌握因货物破损、错装、量不足而引起的申诉、索赔和理赔信函的撰写。

学习导航



15.1 写作指南

15.1.1 买方向卖方提出投诉的理由及理赔办法

投诉一般发生在买方收到卖方所交的货物时，经检查，买方发现产品与合同规定不符，遂向卖方提出异议。投诉的理由主要有以下几个方面：

- (1) 质量问题。
- (2) 包装不当致使破损。
- (3) 数量短缺/短装。
- (4) 交错货/晚交货等。

卖方在接到投诉信后，应及时回复，以积极的态度处理投诉，并提出处理意见。解决的办法有：

- (1) 替换劣质产品，或补足短缺数量。
- (2) 赔偿损坏的产品。
- (3) 在当地削价销售有瑕疵的产品等。

15.1.2 买方投诉信函的写作要点

- (1) 提出所抱怨的事。
- (2) 指出抱怨的原因并提出具体处理意见。
- (3) 要求尽快解决，希望今后交易中不再发生此类事。
- (4) 表示相信卖方会解决问题，期待卖方的行动。

15.1.3 卖方回复信函的写作要点

- (1) 对申诉事件表示歉意与遗憾。
- (2) 提出处理意见或同意买方提出的解决方案。
- (3) 对此事给买方造成的不便与损失再次致歉，保证尽一切努力不再发生此类事，敬请买方提出改进建议，继续订货。

15.1.4 索赔信函的写作要点

- (1) 写明已经收到所订货物，并注明该货物是通过哪条船装运、于何时抵达的。
- (2) 写明索赔的原因。
- (3) 提出索赔的要求，如重新发货、补发货物、赔偿金额，希望对方能够接受。

15.1.5 回复索赔信函（索赔有理由情况下）的写作要点

- (1) 告知已经得知对方的索赔要求。
- (2) 承认对方有理由索赔，并道歉。
- (3) 许诺赔偿。
- (4) 希望不要影响今后的交易。

15.2 样信解析

15.2.1 样信 1：关于交货有误的投诉

Dear Sirs,

Re: Our Order No.123

We duly received the documents and took delivery of the goods on arrival of S.S. "Luck" at Hamburg.

We thank you for your prompt execution of this order. Everything appears to be correct and in good condition except in case No.3.

Unfortunately when we opened this case, we found it contained completely different articles, and we can only presume that a mistake was made and the contents of this case were for another order.

As we need the articles we ordered to complete deliveries to our own customers, we must ask you to arrange for the dispatch of replacements at once. We attach a list of the contents of case No.3, and shall be glad if you will check this with our order and your copy of your invoice.

In the meantime, we are holding the above-mentioned case at your disposal, and please let us know what you wish us to do with it.

Yours faithfully,

Encl.

Wordlists:

1. complaint [kəm'pleint] n. 不满, 抱怨, 申诉
2. execution [eksɪ'kju:ʃən] n. 实行, 执行
3. presume [pri'zju:m] v. 推测, 认为
4. contents [kən'tents] n. 常用复数, 表示箱内货物
5. disposal [di'spəʊzəl] n. 处理, 出售

Notes:

1. take delivery of the goods 提货。例如, You may go to the wharf to take delivery of the goods. 你可到码头去提货。

2. arrange for 安排。例如, We will arrange for the goods to be dispatched before the end of this month. 我们将安排货物在本月底之前装运。

3. replacement 替换, 调换 (抽象名词, 单数); 调换的物品, 替补物 (具体名词, 单复数均可)。例如, We ask for replacement by the correct number in the nearest future. 我们要求尽快运来数量无误的更换货物。

4. at one's disposal 由某人处理或支配。例如, I'll leave the matter at his disposal. 我把这件事交由他处理。

5. do with 对付, 处理。例如, The whole lot is quite useless to our users. We would like to know what you want us to do with the goods. 整批货对我方没用。我方想知道贵方希望我方如何处理这批货。

6. complain to sb. of /about sth. 例如, The buyers complained to the seller of the excessive moisture of the minerals. 买方对矿石中水含量过多表示不满。例如, The buyers complained that the minerals contain too much excessive moisture.

15.2.2 样信 2: 对样信 1 的回复

Dear Sirs,

Your Order No. 123 per S/S "Luck"

Thank you for your letter of November 11. We were glad to know that the consignment was delivered promptly, but it was with great regret that we heard case No. 3 did not contain the goods you ordered.

On investigating the matter we find that a mistake was indeed made in the packing, through a confusion of numbers, and we have arranged for the right goods to be dispatched to you at once. Relative documents will be mailed as soon as they are ready.

We shall be grateful if you will keep case No. 3 and contents until called for by the local agents of World Transport Ltd., our forwarding agents, whom we have instructed accordingly. Please accept our apologies for the trouble caused to you by the error.

Yours faithfully,

Wordlists:

1. investigate [in'vestigeit] v. 调查, 研究

2. confusion [kən'fjuʒən] n. 混淆, 混乱

Notes:

1. per S/S “Prince” 通过“王子”号轮。例如, The captioned goods you shipped per S.S. “Yellow River” on May 14 arrived here yesterday. 贵方5月14日通过“黄河”号轮运送的标题所示货物于昨日抵达本地。

2. It was with great regret that we heard case No. 3 did not contain the goods you ordered. 这是强调句。其结构为: “It is (was) + 被强调的部分 + that (who/whom) + 句子的其他成分”, 强调句除了不能强调谓语动词外, 其他句子成分, 如主语、宾语、宾语补足语、状语等都可以强调。

3. investigate=go into 调查 例如, We should go into the matter thoroughly. 我们应当对此事进行彻底调查。

4. forwarding agent 承运人代理, 货运代理。

5. call for 去接某人, 去取某物。例如, I will call you tomorrow. When will you call for your paper? 我明天会给你打电话。你什么时候取论文?

6. accordingly 相应地, 按照(要求、合约)办事。例如, We must make clear the actual conditions and arrange accordingly. 我们必须了解具体情况, 做出相应安排。

15.2.3 样信3: 对不良包装的索赔

Dear Sirs,

Re: Claim on Wool Carpet

The captioned goods you shipped per S. S “Peace” on March 2 arrived here yesterday.

On examination, we found that one side of 8 cartons were worn and torn and 4 cartons were broken and the carpets were in the open. It was obviously attributable to improper packing.

We are, therefore, compelled to claim on you to compensate us for the loss, USD1,000, which we have sustained by the damage to the goods. We should like to take this opportunity to suggest that special care be taken in your future deliveries.

We are awaiting your early reply.

Yours faithfully,

Wordlists:

1. worn [wɔ:n] adj. 磨坏的
2. compensate [kɒmpenseɪt] vt. 补偿, 弥补
3. sustain [səs'teɪn] vt. 经受; 支持

Notes:

1. Wool Carpet 羊毛毯。
2. worn and torn 磨损破裂。
3. in the open 暴露在外。
4. improper packing 包装不当。例如, The damage is attributable to improper packing. 损

失可归因于对货物不适当的包装。

5. be attributable to... 由于……, 归结为, 归咎于。例如, The accident is attributable to the effects of the wet weather during the long sea voyage. 事故归咎于长期海洋航程中潮湿天气的作用。

6. be compelled to do sth. 被迫做某事。

7. claim on... 向……提出索赔。例如, We claimed on the shipping company for the recovery of the loss. 我方向船公司提出了索赔。



小提示: claim 索赔, 要求赔偿 (通常作及物动词), 以下是部分常用短语: to claim USD10,000 索赔 1 万美元; to claim a compensation of USD10,000 要求赔偿 1 万美元; to claim USD10,000 for damage 因损坏而索赔 1 万美元; to claim USD10,000 on the goods 对该货物索赔 1 万美元; to claim USD10,000 from the underwriter 向保险公司索赔 1 万美元。

8. compensate sb. for sth. 为……赔偿某人。例如, Please suggest how you wish us to compensate you for the loss. 如何赔偿贵方所受的损失, 请提出建议。

15.2.4 样信 4: 对样信 3 的回复

Dear sir,

We have received your letter of 15th July, informing us that the sewing machines we shipped to you arrived damaged on account of imperfectness of our packing.

Upon receipt of your letter, we have given this matter our immediate attention. We have studied your surveyor's report very carefully.

We are convinced that the present damage was due to extraordinary circumstances under which they are transported to you. We are therefore not responsible for the damage; but as we do not think that it would be fair to have you bear the loss alone, we suggest that the loss be divided between both of us, to which we hope you will agree.

Sincerely,

Wordlists:

1. convince [kən'vins] vt. 使确信, 使信服
2. divide [di'vaɪd] vt. 划分; 分开

Notes:

1. on account of 由于, 因为。例如, We have to cancel the order on account of your failure to ship the goods within the specific time. 由于贵方未曾在规定期限内装货, 我方不得不撤销订单。

2. be convinced of sth. / be convinced that 相信……例如, We are convinced of the commercial integrity of the supplier. 我方相信该供应商的商业信誉。

We are convinced that we are offering you machines which cannot be obtained elsewhere at the price. 我方相信, 我方现在报盘的机器, 从别处用同样的价格是买不来的。

3. be responsible for 对……负责。

4. bear the loss alone 单独承担损失。
5. agree to your proposal 同意贵方建议。



小提示: agree with、agree to 和 agree on /upon 的区分

- (1) agree with 表示同意某人或某人的意见、想法、分析、解释等(持同一观点)。
I don't agree with you. 我不同意你的意见。
They agreed with this idea. 他们同意这个想法。
I agree with what you say. 我同意你说的。
(2) agree to 主要用来表示一方提出一项建议、安排、计划等, 另一方同意协作。
We agreed to their arrangement. 我们同意了他们的安排。
She agreed to marriage. 她同意结婚。
有时 agree to 也可用来表示“答应”一件自己不愿做的事情。例如, I was forced to agree to it, but at heart I didn't quite agree with it. 我被迫答应, 但内心并不完全同意。
(3) agree on/upon 主要指双方通过协商而取得一致意见或达成协议。
We agreed on the price. 我们就价格达成了一致意见。
Both sides agreed on these terms. 双方都同意这些条件。

15.2.5 样信 5: 建议向船务公司索赔

Dear Sirs,

Your Claim on Order No. 0426

We regret to learn from your letter of September 8 that your Order No.0426 of 20 cartons of Wool Carpet arrived in poor condition.

If we were at fault we would be responsible to agree to your proposal. But in view of the fact that our goods were carefully packed by experienced workman and sent out in perfect conditions shown by a copy of clean B/L which we enclose. We are certain they were damaged through careless handling while in transit.

We therefore suggest you had better enter a claim immediately against the Shipping Company.

If you send us the papers which show exactly the condition the goods reached you, we will take the matter up with the Shipping Company.

We are awaiting your reply.

Yours faithfully,

Notes:

1. enter a claim against (with/on/upon) sb. for sth. 为某事向某人提出索赔。“提出”索赔, 除 enter 外, 较常用的动词还有 lodge、raise、file、make、issue、lay、register、render、enter、bring up、set up 等。

为某事向某人提出索赔的常用句型:

lodge a claim against (或用 with 或 on 或 upon) sb. for sth.

表示索赔的原因, 一般接介词 for, 如 claim for damage。

表示索赔的金额，一般接介词 for，如 claim for USD10,000。

表示对某批货物索赔，一般接介词 on，如 claim on the goods。

表示向某人索赔，一般接介词 against，如 claim against the underwriters。

例如，We have to lodge a claim against you on this shipment for USD2,100 for the goods damaged during transit. 我们不得不因此批货物的短重向贵方索赔 2 100 美元。

例如，We shall lodge a claim against the insurance company for the goods damaged during transit. 对于货物在运输途中损坏，我们将向保险公司提出索赔。

例如，We file a claim against you for the short delivery of 145 lbs. 我们向贵方提出短交 145 磅的索赔。

2. in view of the fact +that... 考虑到，鉴于……例如，In view of the fact that the price of raw materials has risen recently, we have to adjust part of the prices. 考虑到原材料的价格最近已经上涨，我们不得不调整价格。

3. take up the matter with sb 向某人提出办理某事。例如，You should take up the matter with the Insurance Company and lodge your claim with them, as you have insured the goods against All Risks. 因为你已经为货物投保一切险，你应该将此事提交保险公司解决，并提出索赔。

4. to recover damages from... 从……收回损失。例如，They sought to recover damages from the firm. 他们设法向那家公司索取损害赔偿金。

15.2.6 样信 6：对短重的索赔

Dear Sirs,

Re: Our Order No. 234 for 1,000 M/T Chemical Fertilizer

We have just received the Survey Report from Shanghai Commodity Inspection Bureau evidencing that the captioned goods unloaded here yesterday was short weighted 1,120kg. A thorough examination showed that the short weight was due to the improper packing, for which the suppliers should be definitely responsible.

On the strength of the SCIB's Survey Report, we hereby register a claim with you for GBP270.00 in all.

We are enclosing the Survey Report No. (98) 607 and look forward to settlement at an early date.

Yours faithfully,

Notes:

1. chemical fertilizer 化肥。

2. Survey Report 检验报告。

3. short weight 短重。



小提示：常见的由 short 构成的复合词和词组还有：short shipment 短装；装载不足。
short-delivered adj. 缺交；短交。short-paid adj. 少付。short-established /short-opened

adj.（信用证等）少开。short-shipped adj. 短装。

4. be responsible for... 对……负责任。例如，After the check-up, we think the shipping company should be responsible for the damage of the goods. 经过检查后，我们认为运输公司应该对货物的损坏负责。

5. on the strength of 依靠，依据。例如，You may draw a clean draft on us on the strength of our written instructions dated the 15th March. 依据3月15日我方书面指示，贵方可向我方开光票（不附单据的汇票）。

6. hereby 特此，here 指写的这封信，用此信表达……

7. in all 共计。

15.2.7 样信7：短重索赔的理赔

Dear Sirs,

Re: Your Claim on 1,000 M/T Chemical Fertilizer

With reference to your letter of 6th September, in which a claim was lodged for a short delivery of 1,120kg Chemical Fertilizers, we wish to express our much regret over the unfortunate incident.

After a check-up by our staff at the warehouse in Glasgow, it was found that 28 bags had not been packed in 5-ply strong paper bags as stipulated in the contract, thus resulting in the breakage during transit. This was due entirely to negligence on the part of the warehouse managers, for which we, the exporters, tender our apologies.

In view of our long-standing business relations, we will make payment by check for GBP270.00, the amount of claim, into your account with the Bank of China, upon receipt of your agreement.

We trust that the arrangement we have made will satisfy you and hope that this matter will not affect our good relations in our future dealings.

Yours faithfully,

Wordlists:

1. warehouse ['wεəhaus] n. 仓库
2. incident ['insident] n. 偶然事故
3. negligence ['neglidʒəns] n. 疏忽，粗心大意
4. tender ['tendə] v. 正式提出，提供

Notes:

1. in 5-ply strong paper bags 用5层耐用的纸袋包装。
2. on the part of sb. 或 on sb's part 某方责任。
3. as stipulated 按规定。

15.3 实用句子

15.3.1 关于迟交货物

(1) We are still without your shipping advice of the cameras, while we are receiving urgent request from customers and you will understand that this delay places us in an awkward position. 我方仍未收到贵方照相机的装运通知, 但连续接到我方客户的催促, 贵方谅必理解, 这次延误使我方处于困境。

(2) The articles have just been received after a delay of a fortnight, for which no explanation has yet been given to us. 货物延误两周后才到货, 贵方至今尚未对延误作任何解释。

(3) We shall lodge a claim for all the losses incurred as a consequence of your failure to ship our order in time. 由于贵方未能及时交货, 我方将向贵方提出由此而遭受的全部损失的索赔。

15.3.2 关于不良包装

(1) We have just received the 50 cases of chinaware shipped by S.S. "N N" on our Order No. 134, but regret to inform you that cases Nos. 13 & 26 are broken and their contents badly damaged through faulty packing. 我们刚收到由 NN 轮运来的 50 箱瓷器, 系我方第 134 号订单所订购。但遗憾地通知贵方, 第 13 号和第 26 号箱破裂, 并且由于包装错误, 箱内瓷器损坏严重。

(2) We have had the case and contents examined by the insurance surveyor. 我们已请保险公司检验人员检验了木箱和箱内货物。

(3) We regret to inform you that one of the cases of your consignment arrived in a badly damaged condition. 我方兹遗憾地通知贵方, 来货中有一箱损坏严重。

(4) It was found, upon examination, that nearly 20% of the packages had been broken, apparently to poor packing. 在对货品检验时, 我方发现近 20% 的包装破裂, 显然是由于包装不良所致。

(5) The inferiority in your packing has made it impossible for us to promote the sale of your products. 劣质包装使我们难以推销你们的产品。

(6) The survey report can certify that the weight shortage was caused by improper packing. 这份检验报告可以证实, 货物的短重是由于包装不良所致。

(7) We have examined the contents and find that 15 pieces are missing and the rest is unfit for use. 经检查, 我方发现缺货 15 件, 其余物品都已无法使用。

(8) The lid was broken and the case with its contents crushed, it looks as if the case was not strong enough to stand the voyage. 箱盖破裂, 箱子及箱内物品均被压碎。看来木箱不够牢固, 经不起运输。

15.3.3 有关质量低劣

(1) The goods delivered is not up to the standard of samples. The pattern is uneven in places

and the coloring varies. 所交货未达到样品的质量标准, 多处花样不匀, 颜色各异。

(2) We are not willing to accept the goods which differ from your samples. 我方不愿接受与贵方样品不符合的货物。

(3) We regret these faulty sets of equipment were sent to you, and have today sent a replacement of 12 sets. We hope you will be pleased with the new lot. 我方将有缺陷的设备运交贵方, 致歉。今天另运出 12 台替换设备, 希望你们能对这批新货满意。

(4) The quality of your shipped goods has been found to be not in conformity with the agreed specifications. Therefore, we have to claim on you for USD700.00. 贵方交付的货物质量不符合商定的标准, 因此, 我方要求索赔 700 美元。

(5) We are lodging a claim for inferior quality. 我们因货物质量低劣而提出索赔要求。

(6) The quality of the goods you shipped last week is much inferior to that of the goods of our last order. 贵方上周发运的货物质量与我方上次所订的货物质量相比, 要低劣得多。

(7) As regards inferior quality of your goods, we claim a compensation of USD10,000. 至于贵方产品的品质低劣问题, 我方要求贵方赔偿 1 万美元。

(8) As the goods are inferior in quality, we are returning the whole of the 20 cases and must ask you to replace them. 由于这些产品质量低劣, 所以我方把 20 箱全部退回, 并务必请贵方更换这些产品。

(9) This lot of goods is not up to the standard stipulated in the contract. We are now lodging a claim with you. 这批货的质量低于合同规定的标准, 现向贵方提出索赔。

15.3.4 有关短重

(1) We regret to point out that a shortage in weight of 210 lbs. was noticed when the goods arrived. 遗憾地指出, 货物到达时发现短重 210 磅。

(2) There is a discrepancy between the packing list of case No. 15 and your invoice: 3 dozen Tea Services are correctly entered on the invoice but there were only 2 dozen in the case. 第 15 号箱的装箱单与发票不符, 发票所列 3 打茶具是正确的, 而箱内只装了 2 打。

(3) Carton 17 was found to be 5 packages short. As the carton was in good shape and does not appear to have been tampered with, we surmise that they must have been short-hipped. 第 17 号箱短少 5 包。由于箱子完好, 似未遭撬动, 推测是短装。

(4) Please examine the matter and send us the goods to meet the shortage as soon as possible. 请调查此事, 并尽快将货物发给我们以弥补数量的不足。

(5) The shipped goods arrived last Saturday. We are sorry to find that there is a shortage of 1,480 kilos, though the packing remains intact. 货物已于上周六运到。很遗憾, 虽然包装完好, 但短重 1 480 千克。

(6) We regret to inform you that the goods are short-landed by 480 kilos, therefore we raise a claim against you. 很抱歉地通知贵方, 货卸完后少了 480 千克, 因此我们向贵方提出索赔。

(7) It was found by the inspection that there is a difference of 35 Kg between the actual landed weight and the invoiced weight. 商检发现货物的实际到岸重量与发票重量之间差了 35 千克。

(8) A shortage of 60 M/T is a big loss for us. We have no alternative but to lodge a claim against you. 60 公吨短重对我们来说是个不小的损失, 我们不得不向贵方提出索赔。

(9) It is beyond doubt that the shortage occurred prior to shipment. Therefore, we must lodge against you a claim for USD1,350. 毫无疑问, 短重发生在装运前。因此, 我方提出索赔 1 350 美元。

15.3.5 有关发错货物

(1) Evidently some mistake was made and the goods have been wrongly delivered. 显然发生了差错, 以致错发了货。

(2) The wrong pieces may be returned per next available steamer for our account. 错发的货请由下一班轮运来, 费用由我方负担。

(3) We are sorry to tell you that two cartons of NO.5843 musical bears were damaged and 10 of the 20 bears can't play music. We would ask for the damaged musical bears to be replaced as soon as possible. 很抱歉地告知贵方, 两箱第 5843 号音乐熊破损, 20 只熊中有 10 只无法播放音乐。我方请求尽快替换受损音乐熊。

(4) Most of the shirts are of a smaller size. I wonder if you made a mistake when sending the goods. 大部分衬衫都小一号, 我怀疑你们发货时是不是搞错了。

(5) There are too many defective items in this shipment. 这批货里次品太多了。

(6) The leather shoes you sent us last Friday are not the right size. They should be size 42. 贵方上星期五发送的皮革尺码不对, 应该是 42 码的。

(7) We very much regret the mistake in article number, which resulted in your receiving the wrong goods. 因货号有误, 致使到货错误。对此, 我们深表歉意。

15.3.6 索赔与理赔

(1) We must lodge a claim against you for the amount of USD600. 我方提出索赔金额 600 美元。

(2) On the basis of the Survey Report from the Commodity Inspection Bureau, we hereby register our claim with you against this cargo in respect of quality. 在商品检验局出具检验报告的基础上, 我方据此对该批货物的质量检验结果提出索赔。

(3) We have to lodge a claim against you on this shipment for USD2,100 on account of short weight. 我方必须为这次发货短重索赔 2 100 美元。

(4) Your claim should be referred to the insurance company. 贵方索赔应提交给保险公司。

(5) Any complaint about the quality of the products should be lodged within 15 days after their arrival. 任何有关该产品质量问题的申诉应该在货物到达后的 15 天内提出。

(6) We admit that both the cartons and the bears seem to be badly damaged. However, it appears that the damage occurred during shipment and we suggest you contact the shipping company for adjustment. 我们承认纸箱和音乐熊看起来都受到严重破损。但显然破损是在装运过程中发生的, 故我方建议贵方与船运公司联系调解。

(7) In view of our friendly business relations, we are prepared to meet your claim for the 25

tons shortage weight. 考虑到我们之间的业务关系, 我们准备接受 25 吨短装的索赔。

(8) We regret for the losses you have suffered and agree to compensate you by USD15,000. 对于贵方损失, 我方表示遗憾并同意赔偿 15 000 美元。

(9) In view of the long business relations between us, we wish to meet you half way to settle the claim. 考虑到我们之间长期的业务关系, 我们愿意各让一半解决这项索赔。

本章小结

在贸易往来中, 往往会发生一些不尽如人意的事, 如买方抱怨货损、货差或交货延迟等。提出抱怨不是一件令人愉快的事, 写信者应小心措辞, 巧妙而有克制地向对方陈述事实, 详细说出抱怨的原因, 忌用咄咄逼人、指责的口吻, 否则, 双方的业务关系可能会受到影响。索赔或理赔应该根据事实和有关证明分清责任, 向卖方、轮船公司或保险公司提出索赔, 理赔时, 该赔的赔, 不该赔的则不赔, 双方都要严肃谨慎, 力争友好解决, 尽可能避免提交仲裁或诉之于国际法庭。

在处理投诉和索赔时, 有必要仔细调查情况, 弄清楚具体原因, 明确责任, 遵循有理有据有节的原则, 灵活理智地处理矛盾, 让涉及的各方满意。

在写投诉信时, 要注意措辞, 选用合适的语言, 避免误解。在书写索赔及理赔信函时, 应注意以下几点: 迅速及时; 详细明确; 语言婉转。对投诉信的处理一定要谨慎认真, 尽管有时投诉或索赔是毫无根据的, 但是在没有充分理由证明谁对谁错时, 不要轻易拒绝对方投诉或索赔。

复习思考题

1. Translate the following terms.

- (1) survey report
- (2) improper packing
- (3) settle the claim
- (4) survey charges
- (5) inspection certificate
- (6) surveyor
- (7) open policy
- (8) War Risk
- (9) Theft, Pilferage and Non-delivery (TPND)
- (10) Force Majeure

2. Choose the best answer.

- (1) We register a claim for a short _____ of 1,500 lbs.
A. deliver B. delivery C. delivered D. delivering
- (2) Damages to the goods are caused by heavy weather _____ transit.
A. on B. at C. on D. in

- (3) Faulty packing cannot _____ rough handing in transit.
A. stand to B. suffer C. endure D. stand
- (4) We will lodge a claim _____ the seller for all losses _____ Order 1,016.
A. against, unless B. for, under C. against, under D. to, for
- (5) The analysis of the first shipment is not satisfactory _____ certified by China
Commodity Inspection Bureau .
A. after B. has been C. as is D. which is
- (6) After unpacking the case we found that the foods did not _____ to the original sample.
A. match B. come up C. agree D. measure
- (7) Should any damage _____ due to the packing, we will be responsible for the losses.
A. arise B. rise C. arouse D. raise
- (8) Under a CIF contract, the insurance is to be _____ by the seller.
A. covered B. taken C. made D. done
- (9) The goods under Contract No. 1123 left here _____.
A. in a good condition B. in good conditions
C. in good condition D. in the good condition
- (10) We have lodged a claim _____ ABC Co. _____ the quality of the goods shipped
_____ s.s. "Peace".
A. against, on, by B. with, for, under C. on, against, as per D. to, for, per
- (11) Our customer has claimed _____ us _____ delayed delivery of the goods.
A. on, for B. with, about C. against, for D. from, in
- (12) They claimed compensation _____ the value _____ the missing package _____ the
carrier.
A. for, for, for B. for, on, for C. for, of, from D. with, of, with
- (13) We reserve the right to claim _____ the cargoes shipped _____ us.
A. on, on B. on, for C. on, to D. for, for
- (14) We have placed your claim _____ inferior quality _____ the manufactures _____ their
consideration.
A. on, for, for B. for, for, after C. on, before, for D. for, with, after
- (15) In such circumstances, we cannot but lodge our claim _____ the Arbitration
Committee _____ you for the value of the goods damaged.
A. before, against B. with, for C. with, with D. for, against
- (16) The analysis of the first shipment is not satisfactory, _____ is certified by the China
Commodity Bureau.
A. when B. which C. as D. that
- (17) Fifty cases of Green Tea you sent us were found to be badly damaged. This was
apparently attributable to _____ packing.
A. outer B. superior C. domestic D. faulty
- (18) We trust you will do your best _____ this matter settled at once.

A. to have B. to put C. to make D. to be responsible

(19) As it _____ only a small quantity, we hope you will have no difficulty in settling this matter.

A. involved B. involves C. involving D. involve

(20) We have _____ the drums one by one and found that most of them are leaking.

A. examined B. tested C. rolled D. traced

3. Translate the following sentences into English.

- (1) 由于包装不当, 有几箱货物严重破损, 我们只好降价出售。
- (2) 此批货物的质量与贵方样品不符。
- (3) 凭检验报告我方向贵方提出短重 2 公吨石油的索赔。
- (4) 这批货的质量低于合同规定的标准, 我方现向贵方提出索赔。
- (5) 这批货的质量低于合同规定的标准, 我方现向贵方提出索赔, 赔偿我方 2 000 英镑。
- (6) 我们因货物质量低劣而提出索赔要求。
- (7) 船方对损失负责。
- (8) 贵方所运货物的品质与商议的规格不符, 我方提出索赔金额 700 美元。
- (9) 很抱歉地通知贵方, 货卸完后少了 480 千克, 因此我们向贵方提出索赔。
- (10) 60 公吨短重对我们来说是个不小的损失, 我们不得不向贵方提出索赔。

4. Translate the following into Chinese.

(1) Upon examination, it was found that many of the goods were severely damaged, though the cases themselves show no trace of damage.

(2) We regret to inform you that 10 cartons were delivered damaged and the contents had spilled, leading to some losses.

(3) Please make a complete inventory of the broken items and send it to us.

(4) We shall then contact our insurer. Their agent will probably call on you to check the consignment.

(5) We shall make up a consignment of replacements according to your list, which should reach you shortly.

(6) Please hold the broken items for possible insurance inspection. I have lodged a claim with our insurer for the loss.

(7) The Survey Report issued by the China Commodity Inspection Bureau will be taken as final and binding upon both parties.

(8) If there is anything else we can do to help you in this matter, please feel free to call us. We firmly believe that customer satisfaction is our most important goal.

(9) The quality of your shipment is not in conformity with the agreed specifications.

(10) In support of our claim, we are sending you a survey report issued by CCIB.

5. Translate the following passage into English.

尊敬的先生:

事由: 我方第 123 号订单

我方及时收到了装运单证，并于“王子”号轮抵达汉堡时提取了货物。

对贵方迅速执行订单，深表谢意，一切似乎都是正确完好的，只是第3号箱有问题。

很遗憾，打开货箱时，发现货品短少5台。如贵方所知，我方因为只剩下极少量的存货，故非常急需这些项目的货品。

这是与贵公司交易以来第一次发生失误，希望贵方尽全力补救。因此，请求贵方收信后，立刻空运5台打字机来。

谨启



知识拓展

国际贸易中发生索赔的原因

国际贸易情况复杂，产生争议和索赔的原因是多种多样的。争议和索赔并不局限于买卖双方，有的还涉及运输、保险等方面，而且各方往往有着密切的关系。因此，必须根据实际情况分清原因和责任方。从索赔对象来分，大致有以下各种原因。

(1) 买卖双方之间的贸易索赔，包括：

① 买方违约。例如，不按时开立信用证，以及故意开立不完全的信用证或过高要求的信用证，致使卖方无法履行合同；不按时付款赎单；无理由拒收货物；在买方负责运输的情况下不按时派船接货，或不按时签订运输契、指定交货地点等。

② 卖方违约。例如，不按时交货；不按合同规定的品质、规格、包装、数量、重量交货；不提供合同、信用证规定的合适单证等。

③ 合同条款不够明确，以致买卖双方对合同条款的理解或解释不一致引起争议索赔。

(2) 向承运人的运输索赔（装运索赔），包括：

① 货物短卸。即货物未卸净，或货物误卸在其他港口造成短卸。

② 货物在运输过程中被盗窃，或因破损撒漏而货物短少。

(3) 保险人的保险索赔。属于保险单内规定范围的有关损失，应向保险公司索赔。



附录 A

跟单信用证开证（MT700） 的 SWIFT 电文格式



A.1 SWIFT 介绍

SWIFT 又称“环球同业银行金融电讯协会”，是国际银行同业间的国际合作组织，成立于 1973 年。目前，全球大多数国家大多数银行已使用 SWIFT 系统。SWIFT 的使用，为银行的结算提供了安全、可靠、快捷、标准化、自动化的通信业务，从而大大提高了银行的结算速度。由于 SWIFT 的格式具有标准化，目前信用证的格式主要都用 SWIFT 电文，因此有必要对 SWIFT 进行了解。

A.2 SWIFT 特点

- （1）SWIFT 需要会员资格。我国的大多数专业银行都是其会员。
- （2）SWIFT 的费用较低。同样多的内容，SWIFT 的费用只有 Telex（电传）的 18% 左右，只有 Cable（电报）的 2.5% 左右。
- （3）SWIFT 的安全性较高。SWIFT 的密押比电传的密押可靠性强、保密性高，且具有较高的自动化。
- （4）SWIFT 的格式具有标准化。对于 SWIFT 电文，SWIFT 组织有着统一的要求和格式。

A.3 SWIFT 电文表示方式

1. 项目表示方式

SWIFT 由项目（FIELD）组成，例如，59 BENEFICIARY（受益人）就是一个项目，59 是项目的代号，可以由两位数字表示，也可以由两位数字加上字母表示，如 51a APPLICANT（申请人）。不同的代号，表示不同的含义。项目还规定了一定的格式，各种 SWIFT 电文都必须按照这种格式表示。

在 SWIFT 电文中，一些项目是必选项目（MANDATORY FIELD），一些项目是可选项目（OPTIONAL FIELD），必选项目是必须要具备的，如 31D DATE AND PLACE OF EXPIRY

(信用证有效期), 可选项目是另外增加的项目, 并不一定每个信用证都有, 如 39B MAXIMUM CREDIT AMOUNT (信用证最大限制金额)。

2. 日期表示方式

SWIFT 电文的日期表示为 YYMMDD(年月日)。例如, 1999 年 5 月 12 日表示为 990512; 2000 年 3 月 15 日表示为 000315; 2011 年 12 月 9 日表示为 111209。

3. 数字表示方式

在 SWIFT 电文中, 数字不使用分格号, 小数点用逗号 “,” 来表示。例如, 5,152, 286.36 表示为 5152286, 36; 4/5 表示为 0,8; 5% 表示为 5 PERCENT

4. 货币表示方式

澳大利亚元 AUD; 奥地利元 ATS; 比利时法郎 BEF; 加拿大元 CAD; 人民币元 CNY; 丹麦克朗 DKK; 德国马克 DEM; 荷兰盾 NLG; 芬兰马克 FIM; 法国法郎 FRF; 美元 USD; 港元 HKD; 意大利里拉 ITL; 日元 JPY; 挪威克朗 NOK; 英镑 GBP; 瑞典克朗 SEK。

5. 跟单信用证开证 (MT700) 常见项目表示方式

项目	项目 代号	英 文	汉 语	注 释
必 选	20	DOCUMENTARY CREDIT NUMBER	信用证号码	
可 选	23	REFERENCE TO PRE-ADVICE	预先通知号码	如果信用证采取预先通知的方式, 该项目内应该填入 “PREADV/”, 再加上预先通知的编号或日期
必 选	27	SEQUENCE OF TOTAL	电文页次	假如该信用证条款能够全部容纳在该 MT700 报文中, 那么该项目内显示 “1/1”; 假如该证由一份 MT700 报文和一份 MT701 报文组成, 那么在 MT700 的报文项目 “27” 中显示 “1/2”, 在 MT701 报文的项目 “27” 中显示 “2/2”, 以此类推
可 选	31C	DATE OF ISSUE	开证日期	该项目列明开证行开立跟单信用证的日期, 如果这项没有填, 则开证日期为电文的发送日期 (在 beginning of message 下面有显示)
必 选	31D	DATE AND PLACE OF EXPIRY	信用证到期日及 到期地点	该日期为最后交单的日期
必 选	32B	CURRENCY CODE, AMOUNT	信用证结算的货 币和金额	
可 选	39A	PERCENTAGE CREDIT AMOUNT TOLERANCE	信用证金额上下 浮动允许的最大 范围	该项目的表示方法较为特殊, 数值表示百分比的数值, 如 5/5, 表示上下浮动最大为 5%。 39B 与 39A 不能同时出现
选	9B	MAXIMUM CREDIT AMOUNT	信用证最大 限制金额	该项目用 up to、maximum 或 not exceeding 后跟金额表示, 39B 与 39A 不能同时出现

续表

项目	项目 代号	英 文	汉 语	注 释
可 选	39C	ADDITIONAL AMOUNTS COVERED	附加金额	该项目列明信用证所涉及的附加金额, 如保险费、运费、利息等 注: 39 款假如不显示, 则金额须完全符合 32b, 如使用则 39a 和 39b 只能出现一种
必 选	40A	FORM OF DOCUMENTARY CREDIT	跟单信用证形式	跟单信用证有六种形式: (1) IRREVOCABLE (不可撤销跟单信用证) (2) REVOCABLE (可撤销跟单信用证) (3) IRREVOCABLE TRANSFERABLE (不可撤销可转让跟单信用证) (4) REVOCABLE TRANSFERABLE (可撤销可转让跟单信用证) (5) IRREVOCABLE STANDBY (不可撤销备用信用证) (6) REVOCABLE STANDBY (可撤销备用信用证)
必 选	41a	AVAILABLE WITH...BY....	指定的有关银行及信用证兑付的方式	该项目列明被授权对该证付款, 承兑或议付的银行及该信用证的兑付方式。 1. 银行表示方法 当该项目代号为 41A 时, 银行用 SWIFT 名址码表示; 当该项目代号为 41D 时, 银行用行名地址表示; 假如信用证为自由议付信用证时, 该项目代号为 41D, 银行用 ANY BANK IN... (国家/地名) 表示; 假如对国家地区也无限制, 该项目代号为 41D, 银行用 ANY BANK 表示。 2. 兑付的表示方法 以下语句分别表示: BY PAYMENT 即期付款 BY ACCEPTANCE 远期承兑 BY NEGOTIATION 议付 BY DEFFERED PAYMENT 迟期付款 BY MIXED PAYMENT 混合付款 假如该信用证为迟期付款信用证, 有关付款的具体条款将在项目 42P 中列明; 假如该证为混合付款信用证, 有关付款的具体条款将在项目 42M 中列明。 (1) 指定银行作为付款、承兑、议付。

续表

项目	项目 代号	英 文	汉 语	注 释
必 选	41a	AVAILABLE WITH...BY..	指定的有关银行 及信用证兑付的 方式	(2) 兑付的方式有 5 种: BY PAYMENT (即 期付款); BY ACCEPTANCE (远期承兑); BY NEGOTIATION (议付); BY DEF PAYMENT (迟期付款); BY MIXED PAYMENT (混合付 款)。 (3) 如果是自由议付信用证, 对该信用证的 议付地点不做限制, 该项目代号为 41D, 内容 为 ANY BANK IN...
可 选	42a	DRAWEE	汇票付款人	必须与 42C 同时出现
可 选	42C	DRAFTS AT...	汇票付款日期	必须与 42a 同时出现
可 选	42M	MIXED PAYMENT DETAILS	混合付款条款	该项目列明混合付款跟单信用证项下的付款 日期、金额及确定的方式
可 选	42P	DEFERRED PAYMENT DETAILS	迟期付款条款	该项目列明只有在迟期付款跟单信用证项下 的付款日期及确定的方式
可 选	43P	PARTIAL SHIPMENTS	分装条款	表示该信用证的货物是否可以分批装运
可 选	43T	TRANSSHIPMENT	转运条款	表示该信用证是直接到达, 还是通过转运 到达
可 选	44A	LOADING ON BOARD/DISPATCH/TAK ING IN CHARGE AT/FORM	装船、发运和接收 监管的地点	
可 选	44B	FOR TRANSPORTATION TO...	货物发运的最终 地	
可 选	44C	LATEST DATE OF SHIPMENT	最后装船期	装船的最迟日期。44C 与 44D 不能同时出现
可 选	44D	SHIPMENT PERIOD	船期	44C 与 44D 不能同时出现
可 选	45A	DESCRIPTION OF GOODS AND/OR SERVICES	货物描述	货物的情况、价格条款
可 选	46A	DOCUMENTS REQUIRED	单据要求	各种单据的要求

续表

项目	项目 代号	英 文	汉 语	注 释
可 选	47A	ADDITIONAL CONDITIONS	特别条款	
可 选	48	PERIOD FOR PRESENTATION	交单期限	表明开立运输单据后多少天内交单
必 选	49	CONFIRMATION INSTRUCTIONS	保兑指示	其中, CONFIRM: 要求保兑行保兑该信用证 MAY ADD: 收报行可以对该信用证加具保兑 WITHOUT: 不要求收报行保兑该信用证
必 选	50	APPLICANT	信用证开证申请 人	一般为进口商
可 选	51a	APPLICANT BANK	信用证开证的银 行	
可 选	53A	REIMBURSEMENT BANK	偿付行	
可 选	57a	ADVISE THROUGH BANK	通知行	
必 选	59	BENEFICIARY	信用证的受益人	一般为出口商
可 选	71B	CHARGES	费用情况	表明费用是否有受益人(出口商)出, 如果 没有这一条, 表示除了议付费、转让费以外, 其他各种费用由开出信用证的申请人(进口商) 出
可 选	72	SENDER TO RECEIVER INFORMATION	附言	
可 选	78	INSTRUCTION TO THE PAYING/ACCEPTING/N EGOTIATING BANK	给付款行、承兑 行、议付行的指示	

6. 信用证修改 (MT707)

通常情况下, 我们对改证的叫法是信用证修改。实务中, 电文格式为 MT707。

使用时格式如下:

项目	项目 代号	英 文	汉 语	注 释
必选	20	SENDER'S REFERENCE	信用证号码	
必选	21	RECEIVER'S REFERENCE	收报行编号	发电文的银行不知道收报行的编号, 填写 "NONREF"
可选	23	ISSUING BANK'S REFERENCE	开证行的号码	

续表

项目	项目 代号	英 文	汉 语	注 释
可选	26E	NUMBER OF AMENDMENT	修改次数	该信用证修改的次数, 要求按顺序排列
可选	30	DATE OF AMENDMENT	修改日期	如果信用证修改没填这项, 修改日期就是发报日期
可选	31C	DATE OF ISSUE	开证日期	如果这项没有填, 则开证日期为电文的发送日期
可选	31E	NEW DATE OF EXPIRY	信用证新的有效期	
可选	32B	INCREASE OF DOCUMENTARY CREDIT AMOUNT	信用证金额的增加	
可选	33B	DECREASE OF DOCUMENTARY CREDIT AMOUNT	信用证金额的减少	
可选	34 B	NEW DOCUMENTARY CREDIT AMOUNT AFTER AMENDMENT	信用证修改后的金 额	
可选	39A	PERCENTAGE CREDIT AMOUNT TOLERANCE	信用证金额上下浮 动允许的最大范围 的修改	该项目的表示方法较为特殊, 数值表示百分比的数值, 如 5/5, 表示上下浮动最大为 5%
可选	39B	MAXIMUM CREDIT AMOUNT	信用证最大限制金 额的修改	39B 与 39A 不能同时出现
可选	39C	ADDITIONAL AMOUNTS COVERED	额外金额的修改	表示信用证所涉及的保险费、利息、运费等金额的修改
可选	44A	LOADING ON BOARD/ DISPATCH/TAKING IN CHARGE AT/FORM	装船、发运和接收 监管的地点的修改	
可选	44B	FOR TRANSPORTATION TO...	货物发运的最终地 的修改	
可选	44C	LATEST DATE OF SHIPMENT	最后装船期的修改	修改装船的最迟的日期。44C 与 44D 不能同时出现
可选	44D	SHIPMENT PERIOD	装船期的修改	44C 与 44D 不能同时出现
可选	52a	APPLICANT BANK	信用证开证的银行	
必选	59	BENEFICIARY(BEFORE THIS AMENDMENT)	信用证的受益人	该项目为原信用证的受益人, 如果要修改信用证的受益人, 则需要在 79 NARRATIVE (修改详述) 中写明

续表

项目	项目 代号	英 文	汉 语	注 释
可选	72	SENDER TO RECEIVER INFORMATION	附言	/BENCON/: 要求收报行通知发报行受益人是否接受该信用证的修改 /PHONBEN/: 请电话通知受益人(列出受益人的电话号码) /TELEBEN/: 用快捷有效的电讯方式通知受益人
可选	78	NARRATIVE	修改详述	详细的修改内容

SWIFT 格式信用证样式

27: Sequence of Total: 1/1

40A: Form of Documentary Credit: IRREVOCABLE

20: Documentary Credit Number: N5632405TH11808

31C: Date of Issue: 080715

31D: Date and Place of Expiry: 080909 CHINA

51D: Applicant Bank: Citi Bank

133 MORNINGSIDE AVE NEW YORK, NY 10027

TEL: 001-212-865-4763

50: Applicant: ORTAI CO., LTD.

30 EAST 40TH STREET, NEW YORK, NY 10016

TEL: 001-212- 992-9788 FAX: 001-212- 992-9789

59: Beneficiary: DALIAN TAISHAN SUITCASE & BAG CO., LTD.

66 ZHONGSHAN ROAD DALIAN 116001, CHINA

TEL: 0086-0411-84524789

32B: Currency Code Amount: USD22,422.00

41D: Available With/By: ANY BANK IN CHINA BY NEGOTIATION

42C: Drafts at: SIGHT

42A: Drawee: ISSUING BANK

43P: Partial Shipments: NOT ALLOWED

43T: Transshipment: NOT ALLOWED

44A: Port of Loading: DALIAN, CHINA

44B: Port of Discharge: NEW YORK, U.S.A

44C: Latest Date of Shipment: 080825

45A: Description of Goods and/or Services:

CIF NEWYORK TROLLEY CASES AS PER SC NO. TSSC0801005

46A: Documents Required

+MANUALLY SIGNED COMMERCIAL INVOICE IN 2 COPYES INDICATING
L/C NO. AND CONTRACT NO. CERTIFYING THE CONTENTS IN THIS
INVOICE ARE TRUE AND CORRECT.

+FULL SET OF ORIGINAL CLEAN ON BOARD MARINE BILLS OF LADING
MADE OUT TO ORDER, ENDORSED IN BLANK MARKED FREIGHT PREPAID

AND NOTIFY APPLICANT
+PACKING LIST IN 2 COPIES ISSUED BY THE BENEFICIARY
+ORIGINAL GSP FORM A CERTIFICATE OF ORIGIN ON OFFICIAL FORM
ISSUED BY A TRADE AUTHORITY OR GOVERNMENT BODY
+INSURANCE POLICIES OR CERTIFICATES IN DUPLICATE, ENDORSED IN
BLANK FOR 110 PERCENT OF INVOICE VALUE COVERING ICC CLAUSES(A).
+MANUFACTURER'S QUALITY CERTIFICATE CERTIFYING THE
COMMODITY IS IN GOOD ORDER.
+BENEFICIARY'S CERTIFICATE CERTIFYING THAT ONE SET OF COPIES OF
SHIPPING DOCUMENTS HAS BEEN SENT TO APPLICANT WITHIN 5 DAYS
AFTER SHIPMENT.
47A: Additional Conditions
+UNLESS OTHERWISE EXPRESSLY STATED, ALL DOCUMENTS MUST BE IN
ENGLISH.
+ANY PROCEEDS OF PRESENTATIONS UNDER THIS L/C WILL BE SETTLED
BY TELETRANSMISSION AND A CHARGE OF USD50.00 (OR CURRENCY
EQUIVALENT) WILL BE DEDUCTED.
49: Confirmation Instructions: WITHOUT
57D: Advise Through Bank: BANK OF CHINA DALIAN BRANCH
72: Sender to Receiver Information:
DOCUMENTS TO BE DESPATCHED BY COURIER
SERVICE IN ONE LOT TO Citi Bank

附录 B

简单贸易常用词语缩写

ASAP = as soon as possible 尽快

B/E = bill of exchange 汇票

B/L = bill of lading 提单

C.C. or c.c. = Carbon Copy 副本抄送

CFR=cost and freight 成本加运费价

C/O = certificate of origin 原产地证书

CBM = Cubic Meter 立方米

CIF = Cost, Insurance, and Freight 成本、保险费加运费

CPT = Carriage Paid To 运费付至目的地

CIP = Carriage and Insurance Paid to 运费、保险费付至目的地

CTN/CTNS= carton/cartons 纸箱

C.C.P.I.T. (China Council for the Promotion of International Trade) 中国国际贸易促进会

D/A = documents against acceptance 承兑交单

D/C = documentary credit 跟单信用证

D/N = debit note 催促通知

D/P = documents against payment 付款交单

DAF = Delivered At Frontier 边境交货

DES = Delivered Ex Ship 目的港船上交货

DEQ = Delivered Ex Quay 目的港码头交货

DDU = Delivered Duty Unpaid 未完税交货

DDP = Delivered Duty Paid 完税后交货

Encl. = Enclosure 附件

EUR = Euro 欧元

ETD = estimated time of departure 预计离港时间

ETA = estimated time of arrival 预计到港时间

FCL = full container load 整箱货

EXW = Ex Works 工厂交货

F.A.Q. = fair average quality 良好平均品质，俗称大路货

FAS = Free Alongside Ship 装运港船边交货
FCA = Free Carrier 货交承运人
FOB = Free on Board 装运港船上交货
FPA = free from particular average 平安险
G/W = gross weight 毛重
G.M.Q. = goods merchantable quality 良好可售品质
I.C.C = institute cargo clause; International Chamber of Commerce 国际商会
ISO = International Standard Organization 国际标准化组织
I/L = import license 进口许可
KGS, KG = kilogram(s) 千克
L/C = letter of credit 信用证
L/G = letter of guarantee 保函
LCL = less than container load 拼箱货
L/A = landing agent; letter of authorization 卸货代理; 委托书
M/T, MT = metric ton 公吨
M/V = motor vessel 内燃机船
MAX = maximum 最大
MIN = minimum 最小
N/W, NTWT, NWT = net weight 净重
O/A = open account 赊账
P/INV, P/I = proforma invoice 形式发票
Re = referring 谈及
RGDS = regards, best regards 真诚的祝愿
TPND = Theft, Pilferage & Non-Delivery Risks 偷窃提货不着险
T/T = telegraphic transfer 电汇
W/W = warehouse to warehouse clause 仓至仓条款
WPA = with particular average 水渍险
S/C = sales confirmation 销售确认书



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